

The American **BAKER**

PUBLISHED FOR THE BAKERS OF AMERICA

ANNUAL CONVENTION-1954

**American Bakers
Association**

SPECIAL CONVENTION ISSUE



On-the-Spot Coverage—See Page 14

FOUND: New Profits From Whole Wheat Bread

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Whole Wheat
Bread

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High Protein
Whole Wheat
Flour!



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it's

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Try it and you too will say-- "For My Dough - it's M-L-O"

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The American Baker

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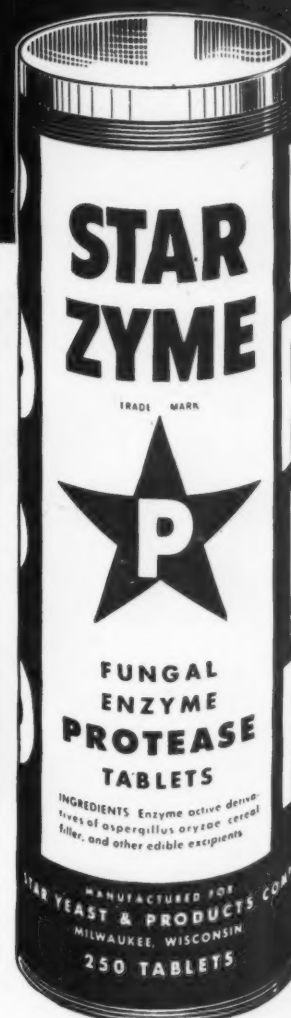
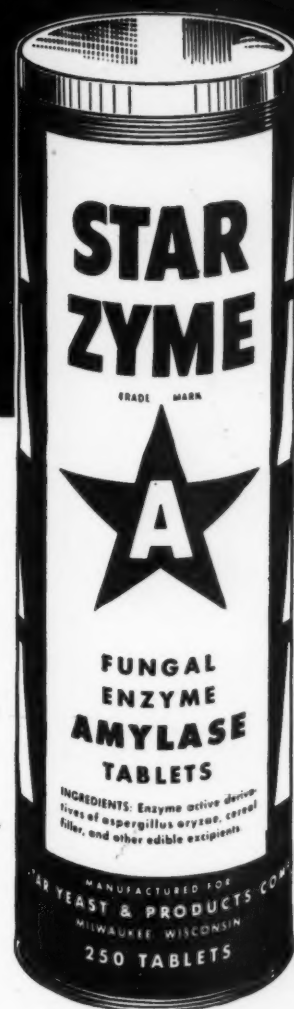
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You get back the full cost of the bag and save about 12 cents Cwt. on your flour cost as compared with throw-away containers.



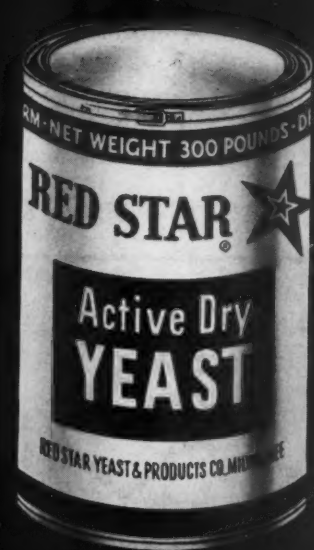
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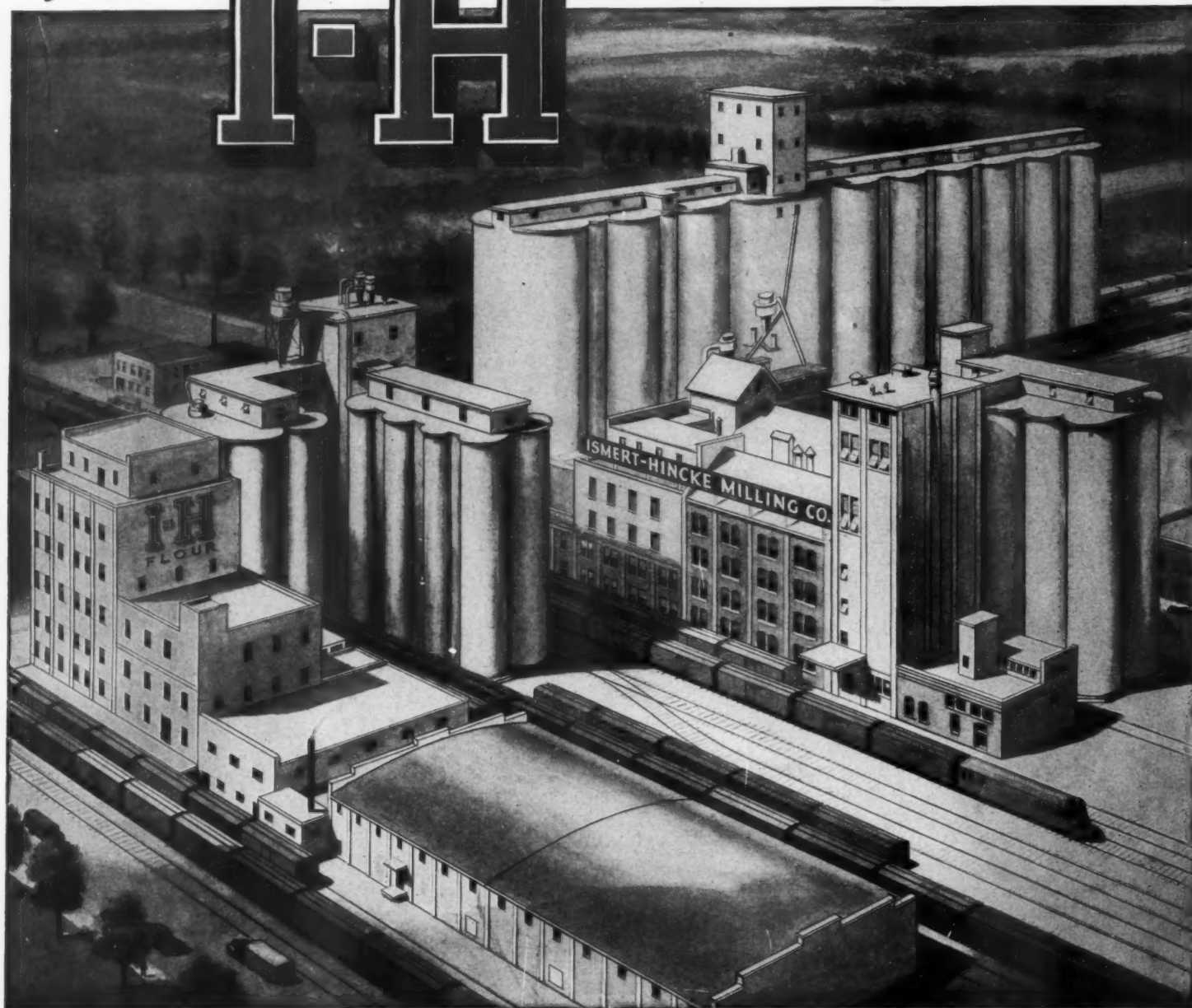
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get the facts
from Red Star
Joe*

*The new standard
of fermentation...*



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MILLS AT TOPEKA, KANSAS—5,500 Cwts. Daily Capacity • Mill and Terminal Grain Storage 2,000,000 Bus.



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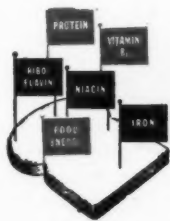
A distinctive loaf of top quality is the only way a baker can build business in a competitive market . . . and bread like that calls for something extra in good flour quality. That's where I-H flours shine. Loaves made with I-H flours fully reflect the more costly premium wheats we choose.

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The Answer

For bakers who demand a flour capable of the finest baking performance, KELLY'S FAMOUS is the answer. Every car of this famous brand is made with the sound craftsmanship and devotion to an ideal of perfection that guarantees the best in bread-making quality.

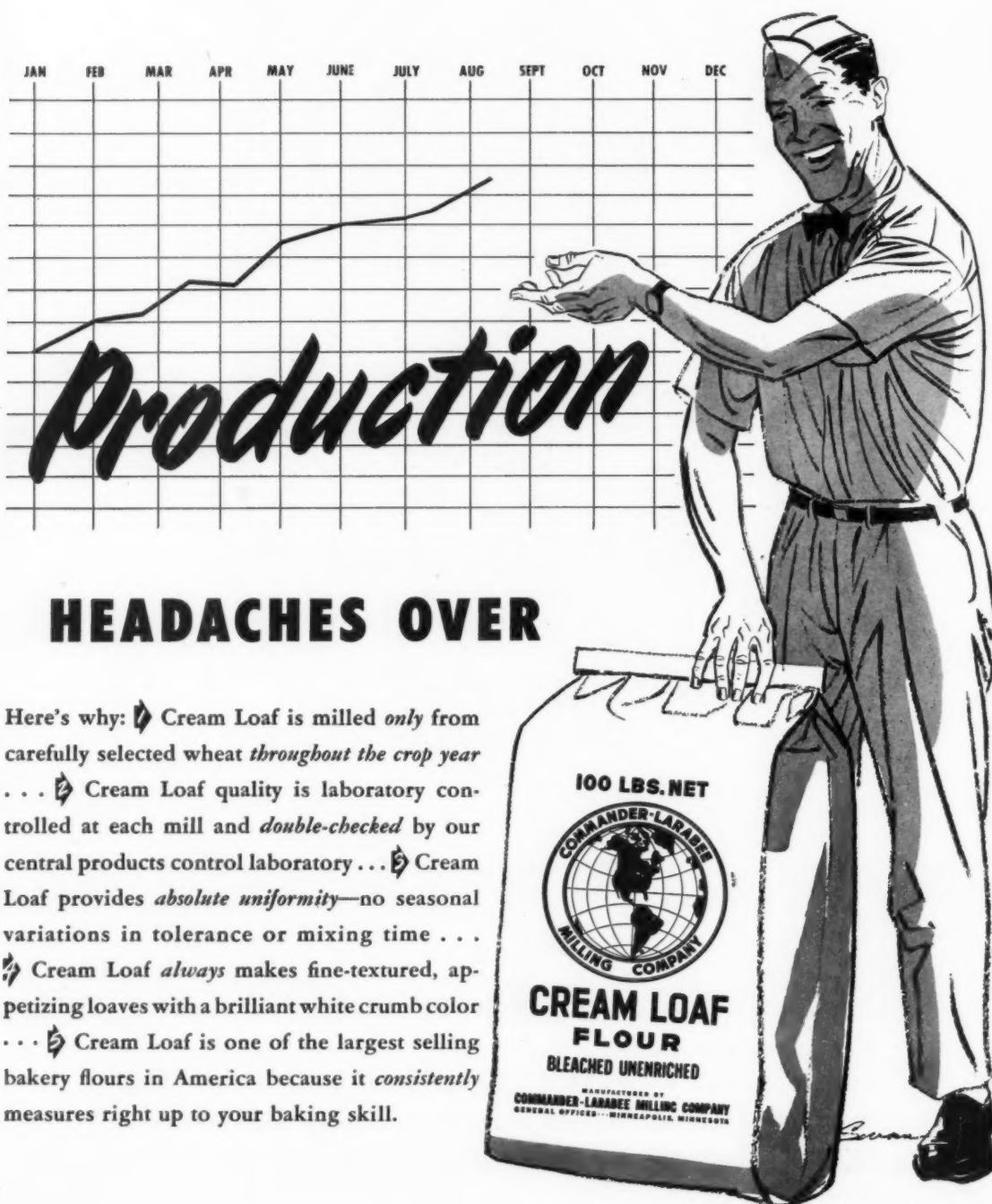


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Grain Storage 1,000,000 Bus.



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100 LBS. NET

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Comment . . .

. . . by Cooley



F. W. Cooley, Jr.

The spread between chain store bread prices and the wholesale bakers' price is causing considerable behind-the-scenes concern, resulting in suggestions of "fair-traded" bread, price cuts by wholesalers, and even some fanciful recommendations of government investigation.

Although it seems to be the baking industry's opinion that such things should be kept under the desk at home rather than bringing the problems to national conventions for open discussion, the baker's predicament is a real one. Its seriousness should not be underestimated, since the entire baking industry has for years taken its steps toward status as a major food industry under the guidance of the major wholesale bakers. We have mentioned mergers and consolidations before, with the baking industry following in the footsteps of all major industries: The big get bigger, the mediums sell out, and the small independents wish they had raised their boys to be bricklayers.

Without raising the question of whether or not bread is being used as a "loss leader," there certainly are some factors in production, distribution, or ingredients that account for a major portion of the price spread. Weights are fixed by law, ingredient prices and labor fixed and similar by agreement—so how can one bakery undersell another by seven cents?

The answers are not easy to obtain, but as a start the layman might suggest to the industry that consumer preference, merchandising, quality, variety, and all the little things that when accurately totaled add up to knowledge of market are singularly lacking in the baking industry.

Heretofore, sales were so good that most people weren't concerned with the product they were offering. Perhaps now part of the time usually spent at the bank can be spent on the street asking passersby what they would like to see in the bread on their table.

And convincing them by every known promotional medium that they really would like to see bread on their table.

* * *

Nearly every person associated with the promotional phases of the baking industry has noted time after time that the industry needs more "public spirited citizens," particularly those spirited enough to carry the banner of bread into civic gatherings, luncheon clubs, and every level of the consuming public where the attitude toward the staff of life is not all it could be.

Such a messenger is Charles E. Brown, Commander-Larabee Milling Co., Greenwood, Miss. One of the allied trades' veterans in the South, and one of its best citizens, Charlie has traveled to many sections to deliver his talk on "The Story of Bread" before civic clubs such as Rotary.

Charlie's introduction says, in part: "In the story of bread we see reflected the strivings, the sufferings, and the achievements of man . . . It's the story of civilization." Mr. Brown closes with an excellent reading of Louis Bromfield's "Bread Is Life."

* * *

Thanks for reading. See you next month.

Frank Cooley

Mr. Crumb . . .



"At least this time she's found a man who has ONE taste the same as hers—they both like pie."

Editorials . . .

Random Thoughts on Breakfast

A new and healthy trend toward better breakfasts is being observed, shaped by medical people, nutritionists, publishers and food manufacturers. J. V. Getlin, promotion manager of the Ralston Purina Co., said recently that "there are not nearly so many people in that once-vast group of morning-hurried Americans who feel that a quickly gulped cup of coffee is an adequate breakfast."

Mr. Getlin observes a positive reaction to the persuasions of home magazine editors, the food pages of newspapers and the advertising which has been trained upon the destructive habit of morning-starvation. Rising standards of living have helped, and so has the spectacular increase in our population of children.

And now for Mr. Getlin's punch line: Not only are more people eating better breakfasts, but that important meal is better balanced and more nutritious—one reason being that it includes more bread and butter. This would be nice to hear about even if it wasn't true—which it probably is.

* * *

Duncan Hines, who knows what good food is, should know something about good eating habits. He says that although Americans are the best fed people in the world, more than half of them do not start the day with the right kind of breakfast.

Addressing newspaper food editors recently, Mr. Hines pointed to studies which reveal that school age children and adults either eat poor breakfasts or none at all. The renowned traveler and author, deploring poor breakfast eating habits, stated: "Breakfast is the most important meal of the day, yet it is hastily and skimpily taken."

In recent years school children's lunches have had much attention, social, economic and political, but Mr. Hines feels that much of the public concern for school lunches could very probably be transferred to children's breakfasts. There need be no socialism in any of this, as is the case with the school lunch program. It rests solidly on sound economy and good nutrition. Mr. Hines knows the value of balanced diet. He knows, too, the place bread ought to have in all breakfasts, for it is no secret that he is a baker of bread. His voice is known as a voice of authority, and his crusade for better breakfasts can be thankfully counted upon to improve the social climate for bread.

Trade Pulse

GERARD R. WILLIAMS, président, Williams Baking Co., Scranton, Pa., has been elected a director of the Wagner Baking Corp., Brooklyn.

VERNAL L. DUFRENE has been appointed president of Home Bakers, Inc., Sacramento, succeeding EARL O. SCHNETZ, now chairman of the board of directors of the company. Mr. DuFrene has been employed by Home Bakers for 22 years. He has been route driver, sales supervisor, sales manager and general manager.

National Bakers Services, Inc., announces the appointment of GUY VAN PATTEN, Jr., to the position of regional sales manager. Mr. Van Patten was formerly with the Continental Baking Co. in St. Louis. He will work with franchised bakers in the promotion of Hollywood bread.

FRED BOGDEN has been appointed assistant manager of the Vancouver, B.C., branch of Canadian Bakeries, Ltd. He will continue in his present posts of general sales manager and advertising manager for Canadian Bakeries, according to H. E. WRIGHT, assistant general manager of Canadian Bakeries, Ltd. At the same time, C. R. MURPHY was appointed assistant general sales manager for Canadian Bakeries. He is also supervising manager of British Columbia branches.

ERNEST G. GUSTAFSON, president of Southern Biscuit Co. since 1948, has retired according to JOHN C. McMULLEN on behalf of the board of directors of Weston Biscuit Company, Inc., parent company of the Richmond, Va. concern.

RICHARD E. HAMM has been named advertising and sales promotion manager of the Colson Corporation, Elyria, Ohio. For the past three years Hamm was advertising and sales promotion manager of the Service Caster & Truck Corporation, Albion, Mich. and Somerville, Mass. Assets of that company were acquired by Colson several months ago.

ORVILLE R. JOHNSON, has been appointed manager of new product development at Western Waxed Paper Division, Crown Zellerbach Corp., San Leandro, Cal., according to an announcement by J. E. CROSBY, general manager.

EUGENE E. STONE, president, Stone Manufacturing Co., Greenville, S.C., was elected to the board of directors of Clausen's Bakeries, Inc., at a recent luncheon meeting in that city.

J. E. SELLERS has been appointed to the executive staff of White-Stokes Co., Chicago, in the capacity of technical advisor.

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Bakery Suppliers Have Record Turnout at Annual Convention

CHICAGO—The 37th annual convention of the National Bakery Suppliers Assn. was held at the Blackstone Hotel, Chicago, Oct. 13-15, with a record turnout of members.

The business sessions got under way on the morning of Oct. 13, with the president, Henry Kingdon, Bes-sire & Co., Indianapolis, presiding. Two new members, Dick Moreau, H. C. Schrank Co., Milwaukee, and Alex Weber, Caravan Products Co., New York, were presented. Guests of the association, who were received into membership at the close of the meeting, were Reuben Wax, D. S. M. Food Products Co., Detroit, and John Rose, Kirkland & Rose, Ltd., Vancouver, B.C.

The convention chairman, George Seidel, Ad. Seidel & Son, Chicago, welcomed the members.

Those elected to serve as directors for three-year terms were George Seidel; Eugene Holland, Richardson & Holland, Inc., Seattle; Alphonse Levy, Chas. Dennery, Inc., New Orleans, and John Allen, J. W. Allen & Co., Chicago.

"Merchandising Trends in the Bakery Equipment Field" was the subject of the equipment division under the chairmanship of Roger Blum, Sol Blum and Sons, Cleveland. Speakers in this session were Wm. F. Burbach, Ph. Orth Co., Milwaukee; Henry Hansen, Omaha Bakers Supply Co., Omaha, and Allen Ziegler, Westco Products, Los Angeles.

The Oct. 14 morning session was under the guidance of Eugene Holland, chairman of the manufacturing division, whose topic was "The Marketing of Manufactured Bakers Supplies." "How, Where and What" were discussed by Alphonse Levy; Allen Ziegler; Bill Effron, Effron Bakery Supply Co., Poughkeepsie; and Jack Fraser, Richardson & Holland. Guest speaker at this session was Cyril B. Hartman, Henningsen, Inc., who threw a challenge to his audience in offering them "Opportunities Unlimited."

The annual trade press and allied association luncheon was held Oct. 14 with Frank Allen, J. W. Allen & Co., presiding.

In the administration session, Paul Cadwell led a panel discussion relative to key administration problems. Members of the panel were John Kluetsch, Chapman & Smith Co., Chicago; Gerald Henry, Henry & Henry, Inc., Buffalo; Ed Putzier, Ad. Seidel & Son, and Philip W. Orth.

The morning of Oct. 15 was devoted to the distribution session of which John Allen was chairman. Guest speakers were Thomas Gunning, president, American Spice Mills, who depicted "The Spice Picture"; and Norman W. Kempf, manager of chocolate development, Walter Baker Division of General Foods Corp., who described "The Cocoa Picture." C. M. Biddle, Jr., reviewed the Biddle service program. Panel discussion on "The Freight Situation" was handled by John Richter, Brechet & Richter, Minneapolis, with the help of Allen Ziegler; Ralph Mathison, Chapman & Smith, and Cliff Johnson, H. A. Johnson Co., Boston.

The panel of officers and committee chairmen elected are:

President, George A. Seidel, Ad. Seidel & Son, Chicago; vice president, Jack Lloyd, Jr., J. R. Lloyd Co., Pittsburgh; secretary, John Allen, J.



George A. Seidel

W. Allen & Co., Chicago; treasurer, John T. Richter, Brechet & Richter, Minneapolis.

Divisional chairmen: equipment, Roger Blum, Sol Blum & Sons; manufacturing, Alphonse Levy, Chas. Dennery, Inc., and distribution, Allen Ziegler, Westco Products.

Standing committee chairmen: governmental affairs, John Kluetsch, Chapman & Smith Co.; business operations, Gerald Henry, Henry & Henry, Inc.; constitution and by-laws, Alphonse Levy, Chas. Dennery, Inc.; industry and public relations, Joseph Shufflitowski, Jos. T. Shufflitowski Co.; standards and sanitation, Lucien LaRue, Jos. Middleby, Jr., Inc.; membership, Frank Allen, J. W. Allen & Co., and convention 1955, Roger Blum, Sol Blum & Sons.

The 1955 convention will be Oct. 6-8, at the Shelburne Hotel, Atlantic City.

Allied Trades of Baking Industry Reelect Carl W. Steinhauer President

CHICAGO—Carl W. Steinhauer, Union Steel Products Co., Albion, Mich., was reelected president of the Allied Trades of the Baking Industry, Inc., at the annual meeting of the organization during the American Bakers Assn. convention.

M. G. Rhodes, Standard Brands, Inc., New York, was reelected first vice president and William A. Lohman, Jr., General Mills, Inc., Minneapolis, reelected second vice president. Claude A. Bascombe, Standard Brands, Inc., New York, was reelected secretary-treasurer after approximately 19 consecutive years' service in that post.

Miles Decker, Miles Decker Co., Baltimore; Willis Foster, Bowman Dairy Co., Chicago, and Walter Rose, Chapman & Smith Co., Melrose Park, Ill., were elected directors.

Holdover directors are Fred Nicolai, Anheuser-Busch, Inc., Chicago; W. E. Lingren, The American Baker, Minneapolis; C. H. Bollinger, Kansas Flour Mills Co., Reading, Pa., and T. E. Lauder, Ekco Products Co., Chicago.

Featured speaker of the session, which was the customary breakfast affair preceding the various sessions

2 Baking Sanitation Standards Approved

CHICAGO — The Baking Industry Sanitation Standards Committee began the sixth year of its existence with another large 2-day meeting at the Hotel Sherman, here, Oct. 15-16.

In addition to the general meeting, five task committees were simultaneously in session. The task committees were working on the developments of sanitation standards for: Doughnut equipment; proof boxes, fermentation rooms and coolers; bread slicers and wrappers; racks, pan trucks, skids, pallets, dollies and casters, and baking pans.

Standards were preliminarily approved subject to editing and final review on bread moulders and dividers and rounders. The standard for dough troughs was revised, ordered re-edited and published.

BISSC will have an exhibit at the 1955 Baking Industry Exposition, Martin Eisenstadt, American Stores, Philadelphia, chairman of the booth committee, outlined plans for the BISSC exhibit which were approved. The BISSC booth will show the improvement brought about by BISSC.

In as much as several standards are nearing completion it was directed that BISSC hold a special meeting in New York City, Jan. 14-15, 1955. It is believed that much can be accomplished in this special meeting in getting standards ready for final approval at the BISSC meeting scheduled to be held at the Edgewater Beach Hotel, Chicago, March 4-5, 1955.

—BREAD IS THE STAFF OF LIFE—

WILLIAMS' DAMAGE IS \$100,000

SCRANTON, PA. — Damages estimated at about \$100,000 were suffered by the Williams Baking Co. as a result of Hurricane Hazel, according to Gerard R. Williams, president. The baking plant was shut down completely for two days because of a power shortage. In addition to the production loss, six delivery trucks were demolished at an estimated loss of \$20,000; about 20 other trucks were damaged, and the garage roof was blown off.

Bakery Equipment Manufacturers Elect John E. Morrill

CHICAGO—John E. Morrill was elected president of the Bakery Equipment Manufacturers Assn. at the annual meeting held in the Hotel Sherman here Oct. 17. Mr. Morrill, who is president of the Union Machinery Co., Joliet, Ill., is widely known throughout the industry and has long been active in the association affairs. He succeeds J. U. Lemmon, Jr., Doughnut Corporation of America, New York City.

Mr. Morrill praised the services of Mr. Lemmon and presented on behalf of the association a gift in appreciation. Mr. Lemmon, who now resides in Los Angeles, Cal., will continue to serve on the board of directors as an ex-officio member and on the 1955 Baking Industry Exposition Committee.

T. F. Freed, vice president and general manager, Read Standard Corporation, York, Pa., was elected vice president and the following were elected as members of the board of directors:

Elected Directors

Claud Bryson, Baker Perkins, Inc., Saginaw, Mich.; Mr. Morrill; Keith H. Redner, Battle Creek Packaging Machines, Inc., Battle Creek, Mich.; James A. Fay, Champion Machinery Co., Joliet, Ill. Raymond J. Walter continues to serve as secretary and treasurer with the association's offices at 511 Fifth Ave., New York.

A resolution praising and expressing appreciation of his service to the association and the industry was adopted in tribute to Herbert George who is retiring from active business. Mr. George was head of the National Bread Wrapping Machine division of the Package Machinery Co., East Longmeadow, Mass.

Benson Littman, vice president, Ekco Products Co., Chicago, and chairman of the exhibitions committee, outlined plans and developments on the 1955 Baking Industry Exposition. The exposition will be held in Atlantic City, N.J., Oct. 1-6, 1955. He stated that over 4,000 copies of the exposition prospectus had been mailed out on the first of the month and applications for exhibit space were rapidly coming in. He also advised that requests for room accommodations were being received by the Atlantic City Convention Housing Bureau for hotel reservations during the exposition and these hotels are being rapidly filled.

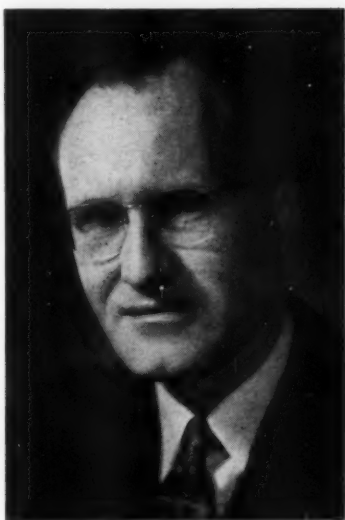
The Bakery Equipment Manufacturers Assn. is co-sponsoring the 1955 exposition with the American Bakers Assn. It was directed that BEMA provide all of its members exhibiting at the '55 exposition with enlarged BEMA insignia seals for display in their booths. Also a booklet is being prepared which will list the members of the association and the products which they make for the baking industry.

BEMA will again hold an "Association Activity Meeting" in the spring. The Broadmoor Hotel, Colorado Springs, Colo., has been designated for June 15-18, 1955. Although BEMA will continue to hold meetings immediately prior to those of the American Bakers Assn. and the American Society of Bakery Engineers, recommendation has been made that the annual meeting of the association be changed to the spring meeting, where more time is available for taking care of the association's expanding activities.



Carl W. Steinhauer

of ABA branches, was Dr. Preston Bradley, nationally known radio orator, author, and pastor of the People's Church of Chicago.



Bruce F. Cruzen



Harry D. Kreiser, Jr.

Pillsbury Mills Advances 2 Executives

MINNEAPOLIS—Bruce F. Cruzen has been named director of marketing for the bakery division of Pillsbury Mills, Inc., George Pillsbury, division vice president, has announced.

Since June of last year Mr. Cruzen has been division sales manager in charge of product sales and prior to that time was bakery district manager in Los Angeles.

At the same time Harry D. Kreiser, Jr. was named sales manager in charge of field sales for the bakery division. He assumed his new duties Oct. 16. Since July, 1954, he had been serving as assistant sales manager of the bakery division.

Before his transfer to the bakery division in the summer of 1954, Mr.

Kreiser had the position of associate product manager in Pillsbury's grocery products division. Mr. Kreiser was employed by the Quaker Oats Co. from 1938 to 1944 and at the time of his leaving he was assistant division sales manager. After two years in the Navy he joined the Winston-Newell Co. and was a district manager there from 1946 to 1947, when he came with Pillsbury.

Born in Minneapolis, Mr. Kreiser attended grade school there. His high school education was completed in Fargo, N.D., where he also went on to attend North Dakota State College. He studied law for a year at the University of Minnesota. He is married and has four children.

Baking Panel Finds "Improved" Performance for New Flours

By JAMES W. MILLER

American Baker Editorial Staff

KANSAS CITY — Improved bake-shop performance with emphasis on better machinability and absorption was the general opinion of 1954 winter wheat flours as expressed by a milling and baking panel at the annual new crop flour forum in Kansas City Oct. 7.

Sponsored jointly by the Kansas City section of the American Association of Cereal Chemists and the Midwest Bakers Allied Club, the event held at the Hotel Bellerive attracted 75 listeners from such points as Minnesota, Illinois, New York and Pennsylvania as well as the winter wheat area.

With Harvey Rodgers, Research Products Co., Kansas City, as moderator, the panel consisted of milling chemists Leslie Longshore, New Era Milling Co., Arkansas City, Arkansas; James Doty, Doty Technical Laboratories, Kansas City, and Howard Becker, Nebraska Consolidated Mills Co., Omaha, and baking representatives Orville Pettit, C. J. Patterson Co., Kansas City; Leo Campion, Capital Bakeries, Harrisburg, Pa., and H. F. McDonald, E. J. Kelly Co., Omaha.

The discussion began with Mr. Doty's review of Oklahoma and Kansas wheat characteristics. Oklahoma wheat samples have ranged 60-64 lb. test weight, 12% average protein

with satisfactory milling results. Ash is lower, averaging .41-.42%. The peak of the mixing curve varies from 2-5½ minutes with the average of 4-4½ minutes probably ½ minute longer than a year ago. Mixing should be watched carefully and the resulting volume is excellent with fair to good texture and open grain, he said.

Southern Kansas wheat averaged 58@63 lb. test weight and 12.20% protein, Mr. Doty said. It mills well and the flour has a good color. Ash is variable with the average slightly higher than a year ago. The farinograph curves peak from 2-5½ minutes with the average four minutes. Absorption slightly up, and the loaf has good volume with slightly open grain.

Urges Baking Tests

Protein averaged 13% in northwestern Kansas, Mr. Doty said, and the test weight ranged 57-61 lb. Milling yields vary, with the heavier wheats producing the best results. Color is good and ash ranges .41-.55%. Mixing peaks vary 3½-9 minutes with the average 5-6½ minutes. On the other hand, he said, Farinograph curves have not proved to be a good index this year and for best results baking tests must be relied upon. The bread shows good volume, close even grain and silky texture.

Howard Becker reported that protein ranged 8.30-16.10% in western

(Continued on page 49)

"Unlimited Opportunities" Facing Retailers, Connecticut Bakers Assn. Told; A.T. Cinq-Mars Reelected

By WALTER C. SMITH
American Baker Editorial Staff

HARTFORD, CONN. — Over 200 bakers and allied trade representatives registered for the 22nd annual convention of the Connecticut Bakers Assn., Inc., held here Nov. 1 at the newly-opened Hotel Statler.

Officers reelected for 1954-55 were Alva T. Cinq-Mars, Handy Kitchen Bakery, Prospect, president; David T. Duggan, Viking Baking Co., West Hartford, vice president; Charles R. Hoffman, the Hoffman Baking Co., New Britain, treasurer; and Charles Barr, Charles Barr & Associates, West Haven, secretary.

Divisional vice presidents were also reelected with the exception of D. R. Bellantone, Bell Pastry Shop, Hamden, who was succeeded by Peter Milite, Milite's Bakery, Waterbury as head of the Italian division.

Trustees of the group also remain the same.

Robert E. Hughes, H. A. Johnson, Inc., was reinstated as chairman of the Allied Trades division and Joseph Rosenthal, Bakers Supply Co., was elected division representative. Thomas P. O'Connor, General Mills, Inc., and Alan Parker, M. Stroh & Co., Inc., retained their posts as division representatives.

The morning sessions included the annual business meeting of the association and meetings of the wholesale, retail, house-to-house and allied trades divisions.

At the allied trades meeting Sgt. Donald Paige, kosher inspector for the state of Connecticut, department of state police, gave a brief talk on Section 8618 of the 1949 revision of general statutes of the state concerning fraudulent sale of kosher meat and meat products.

Calling attention to puff pastes containing animal fat and extracts containing glycerine, he said many kosher bakers were unaware of the ingredients in products supplied by the allied trades and consequently risked violating the strict kosher dietary laws in baking goods for official temple use. He requested the assistance of the allied men in disseminating ingredient information and passed out copies of the law and list of kosher bakers in Connecticut.

"Unlimited Opportunities"

The featured speaker at the afternoon session was George N. Graf, general manager, Quality Bakers of America Cooperative, Inc., New York, who told the retail bakers unlimited opportunities were facing them for the future.

In a forceful address, Mr. Graf declared the next 10 years will be known as "the era of great readjustment" for bakers, and added now is the time to take a good look at business. Too often, he stated, bakers let indications of changes in trend slip by as "pieces of unfinished business."

He listed four factors bakers should watch: (1) the trend in consumption, (2) great question of freezing, (3) marketing revolution and (4) great trend in industrial integration.

In his discussion on the trend in consumption, Mr. Graf retraced a bit of baking history and told the group demand was not created by the bakers originally, but rather they "sat and the business came." Once, he said, the demand for baked goods, especially bread, did not have to be

stimulated, but he declared the picture is changed now and bakers should be ready to carve out a future for the baking industry.

Better Service Called For

He called for better service and distribution, and he advised bakers to sell bread on the merits of its ingredients and to stop "crowding one another out for a place on the display rack." There are opportunities in the baby market, he added.

Mr. Graf then continued by directing attention to technological changes and mentioned the great interest in freezing for scheduling production, for distribution and for marketing.

He described the development of chain stores and supermarkets as a marketing revolution and pointed out the additional competition from stores now producing their own baked goods for distribution within their network.

Some small wholesalers, he said, will have a tough time in view of the trend in industrial integration. Retail bakers would have an opportunity to capture markets, especially in view of increasing population.

Referring again to "the era of great readjustment," Mr. Graf said the success of the "new look" in the baking business will depend on how well bakers can adjust and adapt themselves to trends. He said they should have the foresight to see opportunities and the determination to grasp them.

In closing, he called for a new enlightened management who knew what to do, and the will to do it and the determination to see that it was done.

Don F. Copell, vice president of Wagner Baking Corp., Newark, N.J., addressed the group on "Personnel Practice and Profits." He recommended replacement of "corrective management with preventive management." He stressed the importance of the human angle in personnel relations and said the challenge facing bakers today is to "light the enthusiasm of the workers."

A demonstration on "Training for Skill on the Job" was presented by Cyrus Spaulding, vocational consultant, Connecticut state department of education. Using members of the audience, he gave visual examples of good and bad "telling processes" in communicating with employees. He pointed out use of the "show process" and remarked that 80% of human errors consisted of attitude, knowledge and skill factors.

A "friendship hour" was presented early in the evening by the allied trades division, followed by the annual banquet, introductions and awards, floor show and dancing until midnight.

"Men of the Year"

Bakers and allied men awarded certificates designating them "men of the year" for outstanding service to the group included Alva T. Cinq-Mars for the bakers and James V. Catalano, Anheuser-Busch, Inc., for the allied men.

A group of young student bakers under the leadership of Theodore Malyn, baking department head, Bulard-Havens Technical School, Bridgeport, Conn., were guests of the association and were present for the afternoon sessions.

Build Prestige of Baked Foods, ABA Told

Baker Will Suffer From Further Decline in Flour Consumption, American Bakers Assn. President Says at Annual Convention. Industry Asked to "Face Up" to Need for Intensive Promotion

CHICAGO—A dramatic program for an awakening to decisive action was voiced for the baking industry at the annual convention of the American Bakers Assn. at the Hotel Sherman here Oct. 16-20.

"The time is long overdue for our industry to assert itself," Lewis G. Graeves, Chas. Schneider Baking Co., Washington, D.C., ABA chairman, emphasized at the opening session. "We should build through every communication device a knowledge of the facts. Unless we do it now, the future will record a retreat from our present level of consumer demand."

The association chairman said emphatically that the growth in population, long used as an explanation for a rising bakery foods consumption, was not enough in itself to guarantee industry expansion.

"It is later than you think, but not too late," Mr. Graeves said. "The future of the industry rests on what we do now. We cannot be content to grow only as our country grows. Any gain in population may mean more business, of course, but simple expansion of numbers of customers is not enough."

Continuing Job of Education Needed

"It is my personal opinion that there is no more important job in our industry in order to create a better industry of the future, than a continuing job of education. We must eradicate the false ideas of bread; we must create a keen appreciation of the place that bread holds in the nutritional picture of our nation," Mr. Graeves said.

"The work must be done now. You are all aware of the inscription on sundials—that 'it is later than you think.' For 50 years or more, the role of cereal products has been declining steadily. Through the same period of time, the prestige of bakery foods has been suffering. There has

been built steadily a belief by consumers that bread is a high calorie food, or that its calories seem to have some special property which results in building fatty tissues in the body.

"Through that same period of time, there has been a growing belief that bread is a poor food, that it contains little in the way of nutritional elements; that it has suffered through commercial production.

"Everyone in the industry knows that such ideas are wholly without foundation."

Mr. Graeves complained that the industry has steadily sat back, doing little more than answering the attacks for the past five decades. The time is long overdue for the baking industry to assert itself, Mr. Graeves said.

"We must build through every communication device a knowledge of the facts. Unless we do it now, the future will record a retreat from our present level of consumer demand."

The ABA chairman called for the devotion by each baker and the baking industry participant of a few hours out of every week to build a true knowledge of the industry and its products "in order to build a better future for one's own business." Mr. Graeves paid tribute to the baking industry for its response to the demands of the nutritionist and the doctor, for a higher level of nutrition through enrichment and through the use of added nutritional ingredients such as milk. He reminded the capacity crowd that the job of being a baker is a "creative job"—taking a variety of ingredients, converting them into products which contribute to the health and pleasure of the entire population.

"It is time now to turn some of our effort into creative work in another direction—the creation of better atmosphere for our products. The shape of things to come may not

be as beautiful in outline as some of us would hope."

1955 Business Prospects

Another view at business prospects for 1955 was voiced by Dr. H. E. Luedicke, editor of the Journal of Commerce, New York. Dr. Luedicke made reference to his correct analysis of the 1954 business picture to illustrate his claim that there is very little change for the rest of 1954, and made reference to the fact that artificial distortions of "basic economic laws have become the rule rather than the exception."

There are now two basic assumptions that can safely be made in projecting business trends for a reasonable period, the speaker said. One, there is no such thing as a complete shift of the present economy from a cold war to a peacetime basis. "That virtually guarantees a forty billion dollar defense cushion under the economy." The other is the realization that any Washington administration is morally and politically committed to a policy of avoiding excessive fluctuations in the level of business activity.

Saying that the post-war sellers' markets are a thing of the past, the speaker noted the decline in investment spending and said that should such a drop go on top of a further decline in government expenditures and should it not be at least partly offset by a reversal in inventory buying, "business activity next year may find it difficult to equal this year's volume."

"As far as 1955 is concerned, the outlook is for another satisfactory year, probably not quite as good as 1954 but not seriously worse," Mr. Luedicke said. "The only outside factor that could bring about a spontaneous lift is the sudden deterioration in the international situation, and that of course would merely tend

to accentuate the artificialities in the current business picture." He pointed out that there are long range factors in the economy, such as the sensational population growth, and the trend toward even greater technological progress, that will exercise a cushioning effect on the economy.

"If it were not for them," he said, "the weakness this year probably would have been more pronounced, and the question mark for 1955 would be just that much bigger."

"The full impact of the strong long range forces still is a few years off; however, these factors will not generate a return to full fledge boom conditions in 1955. As things now are shaping up, it probably will be not until 1956, at the earliest, that the 1953 production peak will be exceeded."

E. E. Kelley, Jr., ABA president, also appeared in the keynoting session of the convention to comment on the steady increase in the thinking of the baking industry as a cooperative unit "resting solidly on the three point program of the association itself: the American Institute of Baking, and the Bakers of America Program."

Speaking briefly on the 1955 business picture and the prospects of the baking industry for higher profits in the future, Mr. Kelley used the bread production tonnage figures gathered by the association to show that 1954 will equal 1953 (an all-time high) or at the worst be only very slightly under 1953.

Mr. Kelley stressed sectional differences in tonnage and economy which showed that the eastern section of the U.S., where "much of the industrial unemployment is being felt," is running consistently behind the year-ago figures. The southern section, benefiting in Mr. Kelley's opinion from an improving economy,

(Continued on page 60)



AT ABA GENERAL SESSION—Winners of the three "Oscars" awarded by the Royal Order of Loyal Loafers for outstanding performances in the Bakers of America Program's "July Is Picnic Month" promotion were (left to right): Paul Guignon, Anheuser-Busch, Inc., St. Louis, Mo.; Arvid Marcuson, Viking Baking Co., West Hartford, Conn.; and Arthur K. Jordan, Jordan Baking Co., Tacoma, Washington. Trophies were presented by George N.

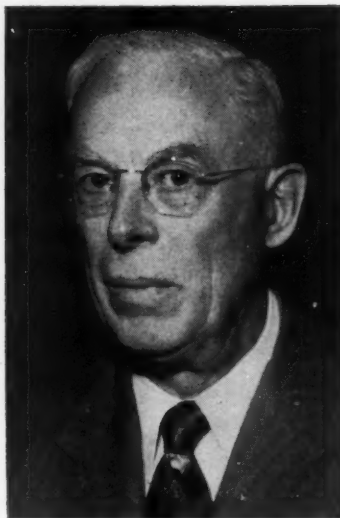
Graf, (right), Head Loafer of the ROLL. Mr. Marcuson accepted the award for the Connecticut Bakers Assn., of which he is past president. (Center) ABA Chairman Lewis G. Graeves greets Gen. Mark Clark, keynote speaker at the final session. At the right, Ellen Semrow, director of consumer service of the American Institute of Baking, watches L. E. Caster, AIB chairman, light candles on a cake symbolic of the 10th anniversary of the service.



Lewis G. Graeves
Chairman



E. E. Kelley, Jr.
President



E. L. Southwick
First Vice President



Jake Golman
Second Vice President

Lewis G. Graeves, E. E. Kelley, Jr., Retain American Bakers Assn. Leadership

L. G. Graeves was reelected chairman and E. E. Kelley, Jr., Butter Krust Bakeries, Lakeland, Fla., was reelected president of the American Bakers Assn. during the convention.

Also reelected were treasurer William M. Clemens, Trausch Baking Co., Dubuque, Iowa, and secretary Harold Fiedler, Chicago.

Ernest L. Southwick, Farm Crest Bakeries, Inc., Detroit, was elected first vice president succeeding Louis L. Garttner, Gardner Baking Co., Madison, Wis., and Jake Golman, Oak Cliff Bakery, Dallas, Texas, was elected second vice-president, succeeding Albert Gordon, Gordon Bread Co., Los Angeles.

J. A. Dietzen, Dietzen's Bakeries, Inc., Kokomo, Ind., was elected to the board of governors to fill out

ABA COVERAGE
News coverage of the annual convention of the American Bakers Assn. at the Hotel Sherman Oct. 16-20 was handled by the following members of the AB staff: Frank W. Cooley, Jr., and W. E. Lingren, Minneapolis; Don E. Rogers and Henry S. French, Chicago.

the unexpired term of Harold West, Indianapolis, who died recently.

Other bakers chosen to various positions were:

Executive committee: Thomas L. Awrey, Awrey Bakeries, Detroit, Mich.; F. W. Birkenhauer, Wagner Baking Corp., Newark, N.J.; J. William Carence, Campbell Taggart Associated Bakeries, Inc., Dallas, Texas; Louis E. Caster, Keig-Stevens Baking Co., Rockford, Ill.; W. J. Coad, Jr., Omar, Inc., Omaha, Neb.; Albert Gordon, Gordon Bread Co., Los Angeles, Cal.; R. Newton Laughlin, Continental Baking Co., New York, N.Y.; E. A. McLaughlin, Ward Baking Co., New York, N.Y.; J. Roy Smith, Smith's Bakery, Mobile, Ala.; Arthur Vos, Jr., the Macklem Baking Co., Denver, Colo.

Governors at large: Paul Dean Arnold, Arnold Bakers, Inc., Port Chester, N.Y.; George K. Batt, Dugan Bros., Newark, N.J.; C. J. Burny, Burny Bros., Chicago, Ill.; Mr. Carence; John Cooper, Gordon Baking Co., Detroit, Mich.; Stanley S. Langendorf, Langendorf United Bakeries, Inc., San Francisco, Cal.; E. P. Mead, Mead's Bakery, Amarillo, Texas; Ross D. Miller, Freihofer Baking Co., Philadelphia, Pa.; Edward Mills, Van de Kamp's Holland Dutch Bakers, Inc., Los Angeles, Cal.; C. J. Patterson, C. J. Patterson Co., Kansas City, Mo.; Tracey C. Weltmer, Columbia Baking Co., Atlanta, Ga.

Governors representing Region 10—Indiana-Kentucky (until the next annual election) — Jesse A. Dietzen, Dietzen's Bakeries, Inc., Kokomo, Ind.

AIB majority director: Milton

Petersen, P. F. Petersen Baking Co., Omaha, Neb.

1955 nominating committee: Chairman, Fred L. Cobb, Cobb's Sunlit Bakery, Green Bay, Wis.; Karl E. Baur, Liberty Baking Co., Pittsburgh, Pa.; E. A. McLaughlin, Ward Baking Co., New York, N.Y.; Daniel J. Uhrig, American Bakeries Co., Chicago, Ill.; Arthur Vos, Jr., Macklem Baking Co., Denver, Colo.

Finance committee: William M. Clemens, Trausch Baking Co., Dubuque, Iowa, chairman; C. J. Burny, Burny Bros., Chicago, and John T. McCarthy, Jersey Bread Co., Toledo, all reelected.

AIB Also Reelects Officers

CHICAGO — Walter D. Warrick, vice president of the J. R. Short Milling Co., Chicago, has been elected to a three-year term on the board of directors of the American Institute of Baking. His term began Oct. 18. Mr. Warrick will serve as one of the seven non-association directors, replacing J. U. Lemmon, Jr., whose term expired.

All other officers and directors of the institute were reelected.

Officers of the institute for the next 12 months, as reported by the nominating committee at AIB's annual membership meeting, are:

Louis E. Caster, Keig-Stevens Baking Co., chairman; Milton Petersen, P. F. Petersen Baking Co., vice chairman; Howard O. Hunter, president; Joseph A. Lee, treasurer, and Paul Chapman, Chapman & Smith Co., secretary.

The 15 board members are: F. W. Birkenhauer, Wagner Baking Corp.; Mr. Caster, Mr. Chapman; Paul E. Clissold, Baking Industry; Fred L. Cobb, Cobb's Sunlit Bakery; Lewis G. Graeves, Charles Schneider Baking Co.; Mr. Lee; Harold S. Mitchell, Swift & Co.; Mr. Petersen; Peter G. Pirrie, Bakers Weekly; Ernest L. Southwick, Farm Crest Bakeries; G. Cullen Thomas, General Mills, Inc.; Daniel J. Uhrig, American Bakeries Co.; Arthur Vos, Jr., Macklem Baking Co., and Mr. Warrick.

ABA BRANCH SECTIONS ELECT OFFICERS

The following branch chairmen were elected during the annual convention of the American Bakers Assn. at the Hotel Sherman, Chicago:

WHOLESALE CAKE—Theodore G. Montague, Jr., Drake Bakeries, Inc., Brooklyn, N.Y.

HOUSE-TO-HOUSE — Malcolm J. McNab, Alfred Nickles Bakery, Inc., Navarre, Ohio.

WHOLESALE BREAD — Charles J. Regan, Interstate Bakeries, Chicago, Ill.

MULTIPLE - UNIT - RETAIL — Edward Hanscom, Hanscom Bros., Philadelphia, Pa.; Fred P. Wolfe, Wolfe's Quality Food Shops, West Haven, Conn., co-chairman.

WHOLESALE PIE — Don F. Copell, Wagner Baking Co., Newark, N.J.

YOUNG BAKERY EXECUTIVES — Nick Muller, Muller-Grocers Baking Co., Grand Rapids, Mich.



William M. Clemens
Treasurer



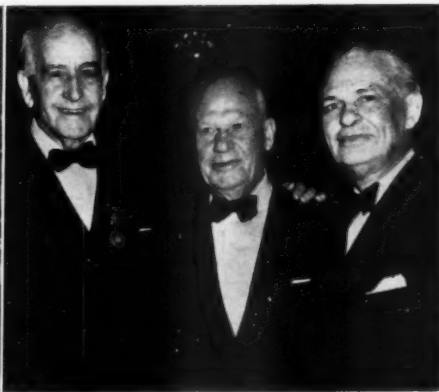
Harold F. Fiedler
Secretary



BREAD SESSION—Speakers at the afternoon session of the wholesale bread branch meeting during the annual convention of the American Bakers Assn. were: (left to right) C. J. Downing, Old Homestead Bread Co., Denver; Paul Jones, National Safety Council, Chicago; Walter D. Warrick, J. R. Short Milling Co., Chicago.



BAKERY PACKAGE GIMMICK—A new method of indirect selling of baked foods is promised by pictorial material such as that shown above—on the bottom of the billions of bakery packages now carrying nothing. George Graf, Quality Bakers of America, New York, shows the first sample to members of the Inter-Industry Bakery Package Group.



ABA SOCIAL HIGHLIGHTS—In the receiving line at the Chairman's and President's reception during the annual convention of the American Bakers Assn. were Lewis G. Graeves, Chas. Schneider Baking Co., Washington, D.C., ABA chairman; E. E. Kelley, Jr., Lakeland, Fla., president; Mrs. Kelley, and former president Jay Burns, Chicago. In the center is shown the capacity

crowd attending the dinner dance sponsored by the Bakers Club of Chicago prior to the main part of the convention. At the right, Gordon Smith, Sr., Smith Bakeries, Mobile, Ala., W. E. Long, W. E. Long Co., Sarasota, Fla., and Harvey Owens, Chicago, pause for a chat during the annual ABA banquet in the ballroom.



WHOLESALE ANALYZE BUSINESS—Panel members on the analysis of business prospects for 1955 at the wholesale bread branch session were: (left to right) Edgar Peske, Illinois Bell Telephone Co., Chicago; L. B. Steele,

E. I. duPont de Nemours & Co., Wilmington, Delaware, (chairman); John C. Austin, House and Home Magazine, Chicago; Donald S. Warning, Standard Oil Co., Chicago and John C. Carter, Inland Steel Co., Chicago.



PANEL ON 5-DAY WEEK—Panel members on the 5-day week for sales employees at the wholesale bread branch session during the annual convention of the American Bakers Assn. were: (left to right) Albert Gordon, Gordon Bread Co., Los Angeles; Ray J. Murray, Ward Baking Co., Chicago;

James J. Bresnahan, Interstate Bakeries Corp., Kansas City, Mo.; J. A. Smith, W. E. Long Co., Chicago, (moderator); Hyman Waitzman, American Bakeries Co., New York City, and Charles C. Slater, Northwestern University, Evanston, Ill.

5-Day Week, Problems of Sales and Distribution Hold Attention of ABA Wholesale Bread Branch

"The baking industry is not doing as well as it knows how," C. J. Downing, Old Homestead Bread Co., Denver, warned to open the wholesale bread session of the ABA convention.

The 5-day week and problems of sales and distribution troubling the wholesaler got a going over during the all-day meeting.

Eugene F. Gallagher, manager of the Planet Insurance Co., Chicago, appeared before the wholesale bakers branch to explain commercial insurance as it might affect the wholesale baker. The speaker deplored the often haphazard manner of purchasing insurance which often results in a failure to provide essential coverage.

"More often than not a sound insurance program will cost no more than an inadequate insurance," Mr. Gallagher said. Often the insurance buyer accepts insurance without the proper knowledge or competent advice and without the benefit of any guidance or a formal set of principles.

Maintaining that the cost insurance plays in the expense of operation of bakeries is insignificant, Mr. Gallagher pointed out that the amount spent for insurance of all kinds in representative wholesale bakeries represents less than ¼ of 1% of sales.

Pointing out that insurance cannot properly result in a profit or cannot compensate for intangible losses, Mr. Gallagher said that insurance is intended to eliminate pure risk and maintain the business in the event of what, without insurance, would be a "crippling catastrophe."

He classified the threats to business as loss of property, loss of earnings, loss of money or valuables through dishonesty of employees or others. He also classified loss resulting from personal injury to property damage involving a third party and loss resulting from workmen's compensation.

Mr. Gallagher explained and advocated a type of insurance designed to protect in case of business interruption—to reimburse the purchaser for the earnings he is prevented from realizing because of a shut-down fol-

lowing some loss. Mr. Gallagher pointed out that this type of insurance will do as much for the insured as he would have been able to do for himself in the way of earnings from the time lost or damage occurs until the damaged property can be replaced. It does not cover against any loss of market.

He emphasized that the insurance was important because particularly the wholesale bread portion of the baking industry must be in business to stay in business. "The essential thing is to have your brand of bread on the retailers' shelf at all times regardless of the expense or difficulty in getting it there," Mr. Gallagher said. "Quite often the expense will exceed the amount which would be collectible under a business interruption policy."

The speaker reviewed the many types of insurance and explained them to clarify their various provisions and to show how the wholesaler can benefit from their protection.

John M. Willem, vice president, J. Walter Thompson Co., Chicago, speaking on brand names and their importance, said that brand names should signify quality—uniform quality.

"Regardless of the price paid for a product, whether it be bread or peas, the consumer should know exactly what to expect when he buys a familiar brand name," Mr. Willem said. "Day after day, week after week, year after year, the brand of product should not necessarily be the same but should always represent what the consumer considers to be right for the times."

Availability of the product plays an important role, he emphasized, saying that repeat purchases result from knowledge familiarity and faith—"and this is how brand names become the established things they are."

Following the luncheon interlude, the wholesale bread bakers heard Paul Jones, National Safety Council, Chicago, who disputed three popular notions about modern day traffic. After 17 years as director of public information for the Council, Mr.

Jones has come, he says, to the following conclusions:

(1) Contrary to what many think, people don't change behind the wheels of their cars. Dizzy with horsepower, they merely act themselves more spectacularly.

(2) Teen-age drivers aren't always as bad as they are painted. In fact, they often could truthfully say the same things about their parents that their parents say about them.

(3) Women may not be better drivers than men, but they are safer.

After discussing some of the reasons for these views, Mr. Jones told the bakers the traffic toll is coming down steadily and that every month this year has shown a decline. He praised the baking industry for the part it is playing in traffic safety. Bakers' trucks, he said, are involved in only half as many accidents as private automobiles.

"All this is encouraging," he said, "but it is not enough. Either we cut the traffic toll, and fast, or we had better take to the hills!"

Problems connected with the institution of a five-day week for sales employees were discussed by a panel of five experts on the subject, with J. A. Smith, vice president of the W. E. Long Co., Chicago, acting as moderator.

Panel members were James J. Bresnahan, assistant to the director of labor relations of Interstate Bakeries Corp., Kansas City; Ray J. Murray, vice president of Ward Baking Co., Chicago; Charles C. Slater, Baking Industry Economic Survey, Northwestern University, Evanston; Hyman Waitzman, regional manager of American Bakeries Co., New York, and Albert Gordon, president of Gordon Bread Co., Los Angeles, who substituted for Gerard R. Williams, Williams Baking Co., Scranton, Pa., who was unable to appear.

Each panel member presented a short paper on various aspects of the five-day week for sales employees. Mr. Bresnahan discussed the five-day "drop-out" system of operating a five-day week. He pointed out that among the disadvantages of the five-day operation were increasing sales and decreasing sales.

"All in all, the disadvantages of the 'drop-out' system are small when compared with the 'swing-man' operation," Mr. Bresnahan contended. "We do not believe that the five-day week is inevitable. If all of us in negotiations will educate our people as to what the five-day week will do to them and to our industry, the five-day week will not soon become universal."

Mr. Waitzman discussed the operations of the "swing-man" system of operating on the five-day week, bringing out his experiences after three years of operations in the New York metropolitan area.

He reported that his company used a break-in period of several weeks for the new swing-men. The new men who were to operate the swing-shift are given a two-week period on each of the five routes to which they will be assigned. Mr. Waitzman indicated that the regular routemen were careful in training adequately the swing-men to be assigned to their route, because of the natural selfish motive of wanting the route served properly on their day off.

Swing-men on the average were assigned to their own routes in 1½ to 2 years and, according to the experience of the American Bakeries Co. in New York, Mr. Waitzman reported, these men became above-average routemen.

He added that if the regular routemen properly posted their books on the regular days the swing-men had little trouble in handling the routes properly, indicating that this situation was very important to the operation of the swing-man system.

Mr. Slater presented figures on a study showing the cost impact of the five-day drop-out week as compared with the six-day swing. The results of this study were based on 56 plants in 16 markets over a six-month experience.

He reported that the volume of sales by pounds declined more under the five-day drop-out system than under the six-day swing. Stale returns, he said, increased in a greater degree in the five-day drop-out (32%) than in the six-day swing (17%).

(Continued on page 53)

Flour Market

Stable Price Structure Evident

The firm trend in wheat and flour prices continued through October, and in early November prices of spring wheat standard bakery grades were up slightly from the early October levels. Hard winter wheat flour was priced at practically the same level as a month earlier. As yet there was no particular rush to increase forward coverage of spring wheat flour, but bakers, including the large chains, have exhausted the long-term contracts for hard winters made early in the summer and in early November were weighing the desirability of renewing forward coverage against buying on a price-date-of shipment basis. The latter method of procurement was used extensively last year because of market uncertainty, and at least temporarily, is being used again this year. The hesitancy of buyers is encouraged by the fact that flour prices now are considerably higher than they were when large-scale bookings were made previously and by doubts that values will go much higher.

Wheat Market Moves To Higher Levels

The wheat market has shown some irregularity in the past several weeks, although the trend in prices for desirable milling grades of wheat has been slowly but steadily upward throughout most of the period. A month-to-month comparison shows a boost of a few cents for medium protein spring wheat, a slight loss for higher protein wheat and a decline of 6¢ bu. in ordinary grades. On the other hand, hard winter wheat at Kansas City held firm or moved up one to several cents in all categories in the same period. A belated advance in millfeed markets which developed late in October helped to hold flour price advances in check as returns from sale of this milling byproduct exerted more weight in pricing formulas. Wheat futures markets, at the same time, moved up in all markets, with Chicago December up 6¢, Minneapolis up 1½¢ and Kansas City up 6¢ bu.

Support Program Restricts Supply

The government's price support program continues to exert a squeeze in cash wheat supplies. During the month ending September 15, another 105 million bushels went into storage as collateral for loans, and the total thus tied up on that date was almost 233 million bushels. A number of observers believe that the present rate of into-loan movement indicates that more wheat supplies later in the season will have to come out of government stocks unless prices go high enough to encourage producers to redeem their loans. Already a considerable quantity of wheat has been sold to spring wheat millers by the government to fill a need for certain qualities difficult to obtain from current market receipts. Prices of the higher grade wheat have advanced to the extent that purchase from the government stockpile is feasible, even taking into account the relative-

ly high minimum price at which the government can sell its stocks on the domestic market.

U.S. Supplies of Wheat Reach Peak

A recent government review of the U.S. supply and demand situation reveals the following information on which appraisals of future developments can be based. Wheat stocks on Oct. 1 were the largest of record, totaling 1,682 million bushels. This compares with 1,542 million a year earlier. Disappearance (domestic consumption and exports) from July, at the start of the crop year, through September, was the smallest in over 10 years because of reduced exports. Exports of wheat and flour totaled 52 million bushels, compared with 68 million a year ago in the same period. The big increase in supplies on hand is due to the huge carryover which has been accumulating for the past few years. The crop in 1954, reduced because of acreage restrictions and some losses due to adverse

Market Editor



George L. Gates

weather, was estimated on Oct. 1 at 959 million bushels, compared with 1,168 million harvested in 1953.

Largest Share Is Owned by USDA

Of the big over-all supply, almost 1 billion bushels is owned or controlled by the U.S. Department of

Agriculture, because in addition to the amount of 1954 wheat held under loan, the USDA owned outright from previous price support operations a total of 743 million bushels. Practically all of the wheat going into export channels is coming out of the USDA supply, and as government aid and barter programs get into full swing it is expected that the huge government inventory will be trimmed considerably before USDA acquires another large amount of wheat on loan defaults from the 1954 support program.

Operations Limit "Free" Supplies

Even with export needs supplied by government wheat, the extensive government control of supplies could put a severe pinch on quantities needed for domestic use. A recent market analysis, which places domestic requirements at 495 million bushels from Oct. 1 to June 30, points out that if an additional 183 million bushels go under loan by Jan. 31, 1955 (the loan deadline) remaining "free" supplies would not be sufficient to take care of milling, seed and other needs for the remainder of the crop year. Thus, according to this analysis, domestic buyers will have to depend on government supplies with prices above the loan level.

Larger Movement Overseas Expected

An improvement in export demand for U.S. wheat recently has had a strengthening influence on markets in spite of the fact that dealings largely involve government stocks. Export of wheat figure importantly in barter arrangements which are being encouraged under legislation passed at the last session of Congress. Considerable quantities also are expected to move overseas under relief programs, and fairly good demand exists for wheat secured with the International Wheat Agreement subsidy and the general subsidy. Exports for the crop year are now expected to reach some 250 million bushels, or about 40 million more than were exported in the previous crop year.

Continued Firm Trend Indicated

There are few factors in the outlook which point to any sharp reduction in prices, at least in the next several months. Indications seem to point to a gradual edging up to loan levels for most types of wheat (the ordinary grades are still well under loan values) with a leveling off when this is accomplished. Later on in the crop year it is expected that the influence of the lower loan rate for the 1955 crop—at 82½% of parity—will tend to put some downward pressure on prices.

Chicago Production Men To Discuss Bulk Flour

CHICAGO—D. H. Wilson, executive vice president of B. A. Eckhart Milling Co., Chicago, will be the guest speaker at the next meeting of the Chicago Bakery Production Club. He will talk on bulk flour handling.

The meeting is scheduled for the evening of Nov. 9, at the Midland Hotel, Chicago, and will get under way at 6 p.m. It is a dinner meeting.



Top: Russell-Miller Sales Executives. Bottom: A View of the Capacity Crowd of Sales Staff from All Over the U.S.

Russell-Miller Meeting Draws Over 100

MINNEAPOLIS—More than 100 representatives of the bakery flour division of Russell-Miller Milling Co. met at the site of the company's home office in Minneapolis, Oct. 25-27, for a 3-day fall sales meeting. B. Frank Morris, divisional vice president, has announced.

Headlined by George W. P. Heffelfinger, president, W. M. Steinke, executive vice president, and W. R. Heegaard, vice president, at the opening session, the conference outlined Russell-Miller's sales, advertising and production objectives for the coming year.

Managers of the company's 10 mills, branch managers, production and sales representatives from throughout the country were present.

The top illustration shows, on the program at the fall sales meeting, F. W. Hayes, vice president, production; R. J. Harrington, vice president, Buffalo mill; R. S. Hjelmseth, vice president, Dallas mill; Dr. Betty Sullivan, vice president and director of research; George W. P. Heffelfinger, president; W. R. Heegaard, vice president; W. M. Steinke, executive vice president; A. R. Helm, vice president; B. Frank Morris, vice president, bulk sales, and Zene Havstad, divisional sales manager.

—READ IS THE STAFF OF LIFE—

Modern Materials Handling

Delivery in Bulk

Utilization in Bulk

Willys Now Producing New Nest-A-Bin Bulk Containers

SAN LEANDRO, CAL. — Willys Inc., wholly owned subsidiary of Kaiser Motors Corp., recently announced that it had purchased the business of Nest-A-Bin Co. of Denver and had begun volume production of an improved model of the aluminum bulk shipping container developed by the Colorado firm.

The container is being manufactured by the newly created Kaiser Nest-A-Bin division of Willys at its San Leandro, Cal., plant.

Willys engineers said they have redesigned and tested the light weight bin for the broadest possible industrial use in shipping, handling and dispensing various granulars and powders, including flour and other products. The first production models already have been delivered to several firms throughout the country. Among the features of the Nest-A-Bin, the company notes, are its "nesting" and its direct bottom dispensing.

Willys engineers pointed out that empty bins can be disassembled and placed one within the other—similar to the nesting of paper cups—thereby occupying only about 10% of the

usual floor space required in plants or while being transported. The bins are constructed of corrosion-resistant aluminum alloy. The engineers say the bins also reduce man-hours in handling and eliminate product loss through hermetic sealing.

The Kaiser bin is being produced initially in three new standard sizes to hold 63, 70 or 77 cu. ft. of dry commodities. It is made up of three nestable components — two tapered rectangular halves to contain material being shipped, and a four-legged base. The bin, measuring 42 by 53 in. at its center, varies in overall height from 5 ft. 10 in. to 6 ft. 10 in. and weighs from 175 to 195 lb., depending on capacity.

A standard 32-ft. trailer will hold 14 loaded bins and up to 170 nested empty bins, while 22 loaded bins and up to 308 disassembled containers may be loaded in a standard freight car.

The Nest-A-Bin is handled with a fork lift pallet truck or overhead crane. When empty, the bins may be assembled, disassembled and nest-



NEST-A-BIN—On the right, a loaded Nest-A-Bin is being handled with a standard fork lift. On the left, empty bin components are being placed one within the other, similar to the nesting of paper cups.

ed by hand. The bin sections are clamped together by fasteners designed for speedy operations, the engineers say, and safety locking devices prevent accidental opening.

The Nest-A-Bins will fill from the top and empty from the bottom and may be adapted to standard filling

and discharging equipment. Special fittings are made to prevent spilling or other loss.

Protection against contamination or deterioration from the elements is provided by hermetically sealing the bins at all openings with special non-toxic plastic gaskets.

Bakery Engineers Outline Plans for March 7-10 Meeting

CHICAGO—The 31st annual meeting of the American Society of Bakery Engineers will take place at the Edgewater Beach Hotel, Chicago, March 7-10, 1955. The outline of the program was presented by program chairman Ted Lauder, Ekco Products Co., Inc., Chicago, and his assistant, Len Franzen, Standard Brands, Inc., Chicago, to the joint meeting of the executive and advisory committees of the society Oct. 17, at the Bismarck Hotel here.

Wallace K. Swanson, Stroehmann Bros. Company, Inc., Williamsport, Pa., ASBE president, presided over the meeting of 43 members of the two committees. At the opening of the meeting, Mr. Swanson called for a moment of silent prayer in memory of late past president William H. Hauck, St. Louis.

Discussion of the participation of the society in the bakery exposition at Atlantic City in 1955 took place. Reports of standing committees were heard and the chairmen given instruction for their future work.

One of the new projects reviewed was a group insurance plan for the members of the society.

New committees were established for the consideration of problems relating to the administration of the society and these will be appointed shortly and given instruction.



Charles Baker, Jr.

TO PRODUCTION POST — Charles Baker, Jr., formerly a bakery production consultant with the C. J. Patterson Co., Kansas City, Mo., has been appointed director of production for Peter Pan Bakeries, Omaha. Mr. Baker, a native of Aurora, Ill., has been in the baking industry for the past 21 years and is a graduate of the American Institute of Baking, Chicago. He serves as a production and quality control executive for the Peter Pan plants in Omaha, Cedar Rapids and Davenport, Iowa, and Salt Lake City, Utah. He will headquarter in Omaha.

USDA "Concerned" Over Sugar Price Decline

WASHINGTON—The Under secretary of agriculture, True D. Morse, has expressed the concern of the department of agriculture over the recent decline in sugar prices. This development has come as the current harvest season in the mainland sugar areas approaches. "This decline," said Mr. Morse, "does not appear to be warranted by the present supply situation."

"All indications are that prospective supplies of sugar under quotas for the remainder of the year will be needed to meet distribution and year-end stock requirements," he said. "Although distribution for the year through September 25 was approximately 263,000 tons below that for the corresponding period last year, the total quota this year of 8,200,000 tons is 282,000 tons less than distribution in 1953."

The under secretary explained that it became necessary last year to permit the importation and refining of over-quota sugar in order to enable refineries to operate at the year-end and have supplies for distribution in early January. Barring unforeseeable developments, it is not anticipated that importation of over-quota sugar for refining will be permitted in 1954.

The fact that refiners can now purchase this year's quota sugar and carry it over into next year without suffering a loss in price is an element of fundamental market strength, Mr. Morse said. A year ago the spot price of sugar was 40¢ lb. above the March

future, whereas the current price of spot sugar is approximately equal to the March future and below the May future. Current prices, therefore, should not induce refiners to deplete their stocks as was the case last year, he pointed out.

Mr. Morse further added that, "Although the department of agriculture would be loathe to cut supplies which probably will be needed or to interfere with normal market fluctuations, it is keeping the situation under close scrutiny and will not hesitate to act if action is warranted."

—BREAD IS THE STAFF OF LIFE—

Langendorf Net Driven Down by Strike Loss

SAN FRANCISCO — Langendorf United Bakeries, Inc., set a new high in sales for the fiscal year ended June 26, it was disclosed with issuance of sales figures.

The total sales for the period amounted to \$50,712,452, up from the \$49,641,894 of last year.

The current record marks the 21st consecutive year of new sales highs for Langendorf, a record continued despite a strike which cost the company more than a million dollars in sales volume.

The strike closed seven of the company's San Francisco Bay Area plants for more than three weeks and hit net earnings which were down to \$908,901 from \$1,006,240 of the previous year.

After preferred dividends, the net was equivalent to \$2.60 a share of common stock, compared to last year's \$2.95 a share.

Formulas for Profit

Holidays Are Ahead



Thanksgiving, Christmas and New Year's Day are traditionally associated with good eating. Sales are easier to get during the holiday seasons. Bakers can take advantage of these periods of "easier selling" by providing a delightful variety of tempting baked treats. Special promotions will produce extra profits in the weeks ahead.

ALMOND STARS

Break up and smoothen out in a mixing bowl:

1 lb. 8 oz. almond paste

Add alternately, creaming well:

1 lb. 4 oz. powdered sugar

2 lb. 4 oz. butter

Then add:

6 oz. whole eggs

Sift and mix in:

3 lb. cake flour

Drop out in star shape, on lightly greased and dusted pans, using a cookie bag and star tube. Place a blanched almond in the center of each cookie. Bake on double pans at about 375° F.

BUTTER DELIGHTS

Cream together:

1 lb. 8 oz. granulated sugar

1 lb. 12 oz. butter

1 lb. 4 oz. shortening

$\frac{3}{4}$ oz. salt

Vanilla to suit

Add gradually:

1 lb. 8 oz. whole eggs

Sift, add and mix until smooth:

4 lb. 8 oz. cake flour

Run out into various shapes, using a cookie bag and star tube, on lightly greased and dusted pans. Decorate the tops with cherries, nuts, candied peels and angelica. Bake at about 375° F.

COCOA-MALT COOKIES

Cream together:

2 lb. 8 oz. powdered sugar

8 oz. malt syrup

1 oz. salt

6 oz. cocoa

1 lb. shortening

$\frac{1}{4}$ oz. soda

Add:

5 oz. whole eggs

Stir in:

3 lb. milk

Sift together and add:

4 lb. cake flour

$\frac{3}{4}$ oz. baking powder

Then add:

1 lb. fine chopped nuts

Bag out on lightly greased and

dusted pans to desired size. Bake at about 360° F.

CHEWIES

Mix together in a bowl until smooth:

5 lb. 8 oz. granulated sugar

8 oz. milk solids (non-fat)

1 lb. 8 oz. macaroon coconut

8 oz. honey or invert syrup

8 oz. cake flour

2 lb. egg whites

Vanilla to suit

Place the bowl in a boiling water bath, stir with a wooden paddle and heat the mixture to 160° F. A steam jacketed kettle may be used, if desired. Place the heated mixture in a machine bowl and beat on medium speed for 1 min., using a flat mixing paddle. Then beat on high speed for 2 min.

Deposit on papered pans, while the mixture is still hot, using a canvas bag and a No. 8 plain round tube. Bake at about 350° F. on double pans. If possible, apply steam just after

the "chewies" start to crack in the oven. This improves the appearance. After baking, remove the papers from the pans and cool. Turn the papers over on the bench and dampen with warm water. Then remove the chewies.

CHRISTMAS CHARM CONFECTION

Boil to 248° F.:

10 lb. granulated sugar

$\frac{3}{4}$ qt. water

Then beat together:

3 lb. egg whites

8 oz. granulated sugar

When beaten stiff, add the hot syrup gradually. Continue beating until nearly cool and then add:

Vanilla to suit

Run out into various shapes with a canvas bag and star tube. Sprinkle green or red sugar on top. Allow to dry overnight or dry in an oven having a temperature of about 225 to 250° F.

Note: This charm confection may

be covered with nonpareil if desired instead of colored sugar. They may also be decorated with pieces of red or green glazed cherries.

CHERRY SNAPS

Cream together:

- 1 lb. 8 oz. granulated sugar
- 1 lb. shortening
- ¾ oz. salt
- ¼ oz. soda
- ½ oz. cinnamon
- ¼ oz. allspice
- ¼ oz. nutmeg

Add:

- 10 oz. whole eggs

Stir in:

- 2 lb. fine chopped glazed cherries
- 1 lb. chopped pecans
- Vanilla to suit

Add:

- 8 oz. milk (liquid)

Sieve and fold in:

- 2 lb. flour
- ¾ oz. baking powder

Drop from a bag through a No. 8 or No. 9 plain round tube on lightly greased and dusted pans, about the size of a silver dollar. Place one half glazed cherry on each snap. Bake on double pans at about 375° F.

COCONUT JUMBLES

Cream together:

- 2 lb. granulated sugar
- 6 oz. butter
- 10 oz. shortening
- Vanilla to suit
- ¼ oz. soda
- 1 oz. salt

Add gradually:

- 1 lb. whole eggs

Stir in:

- 1 lb. 8 oz. milk

Sift together:

- 3 lb. flour
- ½ oz. cream of tartar

Add this with:

- 2 lb. macaroon coconut

Mix until smooth. Bag out in jumble shape on greased and dusted pans. Bake at about 375° F.

CHOCOLATE MACAROONS

Mix together and heat to about 110° F.:

- 2 lb. 4 oz. granulated sugar
- 1 lb. 8 oz. macaroon coconut
- 8 oz. sliced bitter chocolate
- ¾ qt. egg whites (variable)
- ¼ oz. salt
- Vanilla to suit

Deposit on papered pans, using a canvas bag and a No. 8 plain round tube. Flatten the tops and bake on double pans at about 340° F. Remove from the pans immediately after taking them from the oven, in order to prevent drying out. Use a little steam in the oven during baking.

ST. NICHOLAS COOKIES

Cream together:

- 1 lb. 8 oz. granulated sugar
- 1 lb. 8 oz. brown sugar
- ¾ oz. nutmeg
- ¾ oz. cinnamon
- ½ oz. cloves
- ½ oz. cardamon
- ½ oz. allspice
- ½ oz. salt
- 1 lb. 8 oz. butter
- ¼ oz. soda

Add:

- 8 oz. yolks

Stir in:

- 8 oz. milk

Sift, add and mix in until smooth: 5 lb. pastry flour

Then add and mix in:

- 2 lb. 8 oz. chopped blanched almonds

Allow the dough to rest overnight. Then take pieces of this dough and dress them into boards having a Santa Claus figure carved in them. Trim the dough and then place the

pieces on lightly greased pans. Bake at about 360° F. When baked, glaze with either a glucose or gum arabic wash.

Note: The boards can be purchased from your bakery supply house. The carved figures can be obtained in various sizes from 4 in. up to 18 in. or more in length.

Glucose Glaze

Bring to a good boil:

- 1 qt. glucose
- 1 pt. water

Use while warm. Reheat if necessary.

Gum Arabic Wash

Bring to a boil:

- 1 qt. water
- 4 oz. powdered gum arabic

Stir thoroughly. Then remove from the fire and strain through a cloth. It is then ready for use.

FANCY MACAROONS

- 2 lb. 8 oz. almond paste
- 1 lb. 8 oz. powdered sugar
- 1 lemon (rind and juice)
- 1 oz. butter
- ½ pt. egg whites
- 2 tbsp. water

Procedure: Mix the same as for almond macaroons. Run out, in various shapes, on papered pans, using a canvas bag and a No. 5 star tube. Decorate with almonds, nuts, glazed cherries, etc. Allow the macaroons to dry for about 24 hours. Bake on double pans at about 325° F. Remove from the pans as soon as baked. Glaze the macaroons with a glucose glaze.

Glucose Glaze

Bring to a good boil:

- 1 qt. glucose
- 1 pt. water

Use the glaze while it is warm.

ALMOND MACAROONS

- 2 lb. 8 oz. almond paste
- 3 lb. granulated sugar
- 1 pt. egg whites (variable)

Break the almond paste into small pieces and add a small quantity of the whites at a time to smooth the paste. Alternate the whites and the sugar until both are incorporated. Deposit on papered pans, using a canvas bag and a No. 8 plain round tube. Flatten the tops and bake on double pans at about 330 to 340° F. Use a little steam in the oven. Remove from the oven. Remove from the pans immediately after taking them from the oven, in order to prevent drying out.

BUTTER WAFERS

Cream together:

- 1 lb. 8 oz. granulated sugar
- 2 lb. butter

Add:

- 7 oz. whole eggs
- Vanilla to suit

Sift together and mix in:

- 2 lb. cake flour
- 1 oz. baking powder

Run out on lightly greased and dusted pans, using a No. 8 plain round tube. Bake at about 360° F.

PEPPERNUTS (NO. 1)

Cream together:

- 3 lb. 8 oz. honey or invert syrup
- 3 lb. 8 oz. corn syrup
- 1 lb. shortening

Add:

- 8 oz. whole eggs

Sift together, add and mix until smooth:

- ½ oz. ground anise seed
- ¼ oz. cinnamon
- ¼ oz. cloves
- ¾ oz. soda
- ½ oz. baking powder
- ½ oz. ammonia
- ¼ oz. allspice

Divide the dough into pieces and



A. J. Vander Voort

A. J. Vander Voort

... technical editor, author of this monthly formula feature and conductor of the Bake Shop Trouble Shooter (see page 20) and the Do You Know feature (see page 22), is head of the School of Baking, Dunwoody Industrial Institute, Minneapolis.

roll into bars. Cut into small pieces about the size of a walnut. Round up and place on lightly greased pans. Bake in a cool oven, about 325° F. After baking, place the peppernuts in a hand mixing bowl.

Then boil to 240° F.:

- 3 lb. granulated sugar
- 12 oz. water

As soon as the desired temperature has been reached, pour the syrup over the peppernuts and stir with a wooden paddle until the syrup grains. Then roll the peppernuts in powdered sugar.

PEPPERNUTS (NO. 2)

Bring to a boil and allow to cool:

- 3 lb. 8 oz. honey
- 8 oz. water

When cool, add:

- ½ oz. ground anise seed
- ¼ oz. black pepper
- ¼ oz. soda
- ¼ oz. ammonia
- ¼ oz. cloves
- ½ oz. salt

Stir in:

- 2 whole eggs

Sift and mix in until smooth:

- 5 lb. pastry flour

Roll the dough into small pieces about ½ as large as a walnut. Place on lightly greased pans and bake in a cool oven at about 325° F. After baking, place the peppernuts in a hand mixing bowl.

Then boil to 240° F.:

- 3 lb. granulated sugar
- 12 oz. water

As soon as the desired temperature is reached, pour the syrup over the peppernuts and stir with a wooden paddle until the sugar grains. Then roll the peppernuts in powdered sugar.

JUMBLES (SMALL)

Cream together:

- 2 lb. 8 oz. cake flour
- 1 lb. 8 oz. butter
- 1 lb. 8 oz. powdered sugar

Then add:

- 1 lb. 2 oz. whole eggs
- Vanilla to suit

Run out on lightly greased pans in rings about 1¼ to 1½ in. in diameter. Use a plain round tube and canvas bag. Bake at about 340° F.

CHOCOLATE PIN WHEELS

Cream together:

- 2 lb. granulated sugar
- 1 lb. 10 oz. butter
- 1 lb. 10 oz. puff paste margarine
- ¾ oz. salt
- ¼ oz. soda
- Vanilla to suit.

Add gradually:

- 6 oz. egg whites

Sift and mix in until smooth:

- 4 lb. 12 oz. pastry flour

Divide the dough into two parts. To one part, add enough melted bitter chocolate to make a good brown color. Then take a part of the light dough and roll it out into an oblong sheet about ¾ to 3/16 in. thick. Do the same thing to a part of the dark dough. Wash the light oblong piece with water and place the dark oblong piece on top of it. Then roll up the same as for jelly roll. Chill the rolls

overnight, or until firm and then cut into slices about ¼ in. thick. Place on ungreased pans and bake at about 380° F.

HONEY COOKIES

- 10 oz. sugar
- ¾ qt. honey
- ¾ oz. salt
- 1¼ oz. soda
- ½ oz. ground anise seed
- ½ oz. ground cardamon seed
- ¼ oz. ammonia
- ¾ oz. cinnamon
- ¼ oz. allspice

Add gradually:

- 8 oz. whole eggs

Stir in:

- 4 oz. milk

Sift and mix in:

- 3 lb. 12 oz. pastry flour

Then add and mix in until smooth:

- 4 oz. melted butter

Roll the dough out to about ¼ in. thickness. Then cut out various shapes using holiday cutters (Santa Claus, turkey, Christmas tree, etc.). Place on lightly greased pans and bake at about 350° F. When baked and cool, decorate them with royal icing.

Royal Icing

Beat together until light:

- 5 lb. powdered sugar
- 1 lb. egg whites
- ¾ oz. cream of tartar

Keep the icing covered with a damp cloth as it hardens readily.

CHOCOLATE BUTTER COOKIES

Cream together:

- 1 lb. 8 oz. powdered sugar
- 12 oz. butter
- 8 oz. shortening
- ½ oz. salt

Add gradually:

- 10 oz. whole eggs

Stir in thoroughly:

- 10 oz. melted bitter chocolate

Add:

- 14 oz. milk
- Vanilla to suit

Sift together, add and mix in until smooth:

- 1 lb. 14 oz. cake flour
- 10 oz. bread flour
- ¾ oz. baking powder
- ¼ oz. soda

Run out with a canvas bag, using a small star tube, into various shapes on lightly greased pans. Before baking, garnish the cookies with various nuts, glazed fruits or colored coconut. Bake at about 350 to 360° F.

PECAN WAFERS

Cream together:

- 1 lb. 2 oz. granulated sugar
- 1 lb. shortening
- 10 oz. butter
- ¾ oz. salt
- Vanilla to suit

Add gradually:

- 1 lb. whole eggs

Mix in:

- 2 lb. cake flour

Then add:

- 1 lb. chopped pecans

Deposit on lightly greased pans, using a canvas bag and a No. 8 plain round tube. Make the wafers about the size of a half dollar. Flatten the

(Continued on page 60)

THE BAKE SHOP

Trouble Shooter

Doughnut Glaze

We will appreciate a formula for glazing yeast raised doughnuts, as the one we now use has a tendency to become wet and causes the doughnuts to become soggy after about eight hours after packaging. We use cellophane bags to package the doughnuts and sell them to retail stores on a consignment basis and we are having quite a number of packages returned due to this condition. The glaze we use at present is a common glaze, consisting of 6x sugar, water and corn starch.—A.F.L., N.Y.

I note that you do not use any gelatine in your formula. Gelatine is a setting agent. I am submitting two glaze formulas that you may wish to try out. The amount of gelatine to use is variable depending upon the humidity. The higher the amount of humidity the more gelatine should be used. If you are using a moisture-proof cellophane, punch a few small holes in this so that the moisture in the package will have an opportunity to escape. You may be able to purchase a cellophane that is not 100% moisture-proof which will help to decrease your problem.

DOUGHNUT DIPPING GLAZE

Bring to a boil:

1 lb. 8 oz. water
8 oz. corn syrup
¼ oz. cream of tartar

Dissolve thoroughly and add:

1 oz. gelatine
8 oz. water

Place 12 lb. powdered sugar in a mixing bowl and add the hot syrup slowly. Mix until smooth. Add flavor

to suit. Keep the glaze at a temperature of about 90 to 100° F. when dipping the doughnuts.

DOUGHNUT GLAZE

Mix together:

10 lb. powdered sugar
6 oz. corn syrup
1 pt. hot water

Dissolve and add to the above:

2 to 3 oz. gelatine
1 pt. luke warm water

Add:

Vanilla flavor or lemon flavor to suit

Place this glaze in a warm water bath and dip the doughnuts into it while they are warm.

Salt Rising Bread

Will you please give me a formula for salt rising bread without using the regular salt rising yeast. Thank you in advance for this information.—R.J., Cal.

Frankly, trying to make good salt rising bread without regular salt rising yeast presents quite a bit of difficulty as past experience has shown that it is just about impossible to produce uniform results. Salt rising bread is small and compact and therefore smaller pans should be used than for the regular bread, or the dough pieces must be scaled heavier.

SALT RISING BREAD

Bring to a boil:

2 lb. milk

Mix together and stir in:

6 oz. bolted corn meal
¼ oz. salt
¼ oz. soda

Allow this mixture to stand in a

warm place for 10 to 12 hours (about 100° F.) in a stone crock.

Then add:

1 gal. warm water (120° F.)
¼ oz. soda

Add enough bread flour to make a soft sponge (about 10 lb.). Ferment in a warm place. Allow this sponge to come up well (do not let it drop) and add and mix in:

1 lb., 8 oz. sugar
5 oz. salt

10 oz. shortening

1 gal. warm water (120° F.)

Then add enough bread flour to make a medium stiff dough (about 20 lb.). Scale and make up at once. Allow to proof and bake at about 425° F.

Note: It is important that the ferment and sponges are kept in a warm place (100-110° F.). The dough should be warm. Proof box should be about 110° F. The addition of 4 to 6 oz. regular yeast to the dough will produce somewhat greater volume.

Specific Gravity

Would you be kind enough to give me full particulars on how to determine the specific gravity and the specific volume of baked cake, using the seed replacement method. This information will be greatly appreciated by me.—H.C.J., Cal.

Specific gravity is the weight of any given volume of material divided by the weight of the same volume of water. To determine the specific gravity of cakes the following steps are necessary:

1. Determine the weight of cold water required to completely fill any suitable container.

2. Determine the weight of cake required to completely fill the same container.

3. Divide the weight of the cake by the weight of the water. The answer is the specific gravity of the cake.

To find the volume of a cake the following procedure should be used: Fill a container with rape seed. Measure the amount of rape seed required to fill the container with a large cc. graduate. Place the cake in the empty container and fill it with rape seed. Measure the volume of rape seed required to fill the container. The difference between the two amounts of rape seed is the volume of the cake in cc's.

Example: The container holds 1,500 cc. of rape seed. After the cake is placed in the container 375 cc. of rape seed are required to fill the container. Subtract the 375 cc. from 1,500 cc. and the volume of the cake is then 1,125 cc.

Care must be taken to see that the rape seed in the container is absolutely leveled off with the top.

Angel Food Cake

I am mailing one of our angel food cakes to you and would like to have you tell us what causes it to be dented and also have holes on the sides. Sometimes these cakes will have large holes on the inside. This happens only on the round cakes and not on the bar cakes. I am sending along my formula. I hope you can help me with my problem.—J.A.K., Neb.

Your formula is a standard angel food cake formula and it should be perfectly satisfactory. There are a number of possible causes for the difficulty you are having. We have found that if the angel food batter is overworked the bottoms are very likely to cave in. Under beating the egg whites is also a possible cause. We have found that at times a slight increase in flour will eliminate this caving in. Perhaps adding 1-1½ oz. of flour may eliminate your trouble. You may wish to try to bake your angel food cakes in the round pans on double pans. Increasing the oven temperature to about 340° may also help eliminate your problem.

Doughnuts

I would appreciate getting information about literature on the production of doughnuts. I would like to have information about suggested varieties, icing suggestions and recommended flour for top quality wholesale and retail doughnuts. Thank you for your consideration.—W.J.P., Nev.


I would like to suggest that you secure a book entitled, "The Bake Shop Formula Book," Volume 2. This book has a chapter on variety doughnuts. The price of this book is \$1.00 and it can be obtained from The American Baker, Box 67, Minneapolis 1, Minn.

Got a Problem?

Use this coupon to tell your troubles to A. J. Vander Voort, nationally known production authority, head of the Dunwoody Baking School, technical editor of The American Baker. He will answer and analyze production problems without cost to you:

(Send samples of baked foods to A. J. Vander Voort, Dunwoody Industrial Institute, Minneapolis.) Address letters to:

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RUSSELL MILLING CO., Russell, Kansas

DO YOU KNOW . . . ?



Here's your chance to test your knowledge on a variety of subjects concerned with the baking industry. There are no encyclopedias for the bright boys, nor dunce caps either. When you have ticked off your answers, marking each statement TRUE or FALSE, turn to page 28 for a check against the correct statements. Each correct answer counts five points. A score of 70 is passing, 80 good, 90 very good.

1. Substituting about 20% yolks for whole eggs when making sponge cakes will result in producing a better cake.
2. As a preventive against mold, vinegar is used quite often in bread doughs during the summer months.
3. A molasses cake having a pH below 7 will have a disagreeable, greyish brown crumb color.
4. The humidity in the dough retarder when making retarded rolls, should be about 85-88%.
5. When making a glaze for sweet rolls and coffee cakes, one quart corn syrup and one pint of water are brought to a good boil. Replacing the corn syrup with glucose will produce the same results.
6. Water treated with chlorine is harmful to bread quality.
7. Stabilizers are used in meringue for pies in order to give the meringue a firmer body and retard the bleeding or breaking down.
8. Lady fingers should be baked at a temperature of about 365-375° F.
9. A baker making cakes, pies, cookies, etc., should use only a high grade cake flour to make these products.
10. All standard baking powders do not contain the same amount of starch.
11. When making a boiled icing, the sugar and water are usually cooked to 340-342° F. before they are added to the beaten egg whites.
12. As it requires a lot of work to give puff paste doughs the required number of rolls or turns, a sheeting machine can be substituted for hand rolling.
13. To obtain a better crust color on the bottom of pies, a mixture of six pounds of pastry flour and one pound of non-fat milk solids should be used instead of flour for dusting purposes.
14. Milk is one ingredient that cannot be used in making lemon pie filling.
15. When chocolate icing sticks to the cake wrappers, the hygroscopic ingredient content should be increased in order to decrease this tendency.
16. In modern bakeries, excellent bread is being produced without breaking up the sponge before adding the flour and other ingredients for the dough.
17. To decrease the toughness of the crust on twist bread about 2 to 3% potato flour should be used in the formula.
18. Without changing the amount of ingredients in a sugar cookie formula the spread can be increased by replacing the granulated sugar with powdered sugar.
19. During the summer months, hard rolls lose their crispness faster than in the winter months.
20. The proper friction on a dough mixer can only be determined by actually running a test dough.

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The only mill in this great terminal market, Universal consistently offers:
**BETTER HIGH PROTEIN
SPRING WHEAT FLOURS**
**DULUTH UNIVERSAL
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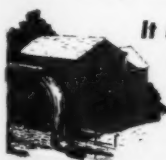
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Now a new whole wheat
flour milled by a revolu-
tionary method and machine



*It matches and surpasses
old stone ground flour*

Now you can really sell...
with customer satisfaction
and repeat business... whole
grain bread and muffins made from Stock's
"Whole of the Wheat"—Rotarized flour.
Tastes and toasts wonderful... smells
wonderful... kids love it... sells wonderful.
Stock's new Rotarized method of milling
preserves the "Whole of the Wheat" taste and
flavor—white bread eaters try it and switch
because it is flavorful, yet free from bitter
after taste.

STOCK

proudly presents

A most interesting development
in flour milling

The Whole of the Wheat
ROTARIZED FLOUR

SEE THE REVERSE SIDE FOR DETAILS

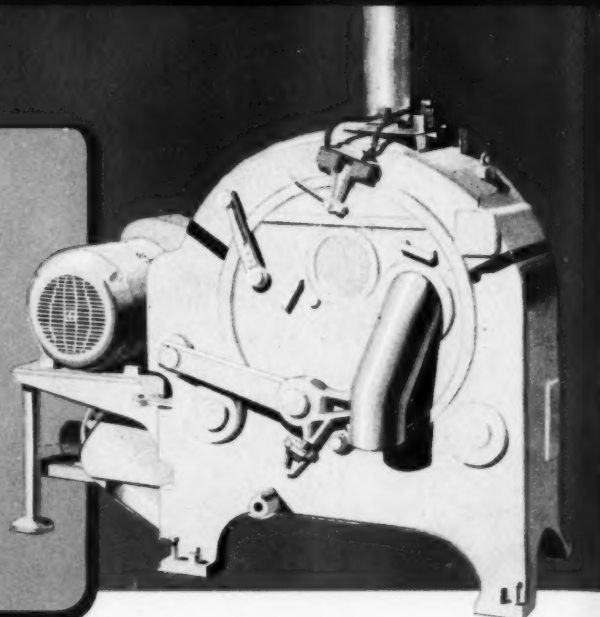
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ROTARIZER

THE NEW MACHINE
AND METHOD THAT MILLS

STOCK'S
Whole of the Wheat

The whole grain flour that is
Mild • Appetizing • Satisfying



STOCK'S *Whole of the Wheat* IS A DIFFERENT WHOLE GRAIN FLOUR

Stock's "Whole of the Wheat"—Rotarized whole grain flour is an astounding advance in the art of milling . . . something new . . . a new method . . . a new process . . . milled on a radically new machine—it surpasses old type stone ground flour.

From the stone age to the present time, all flour milling has been of a crushing action whether it was stone ground, roller milled or hammer milled.

Stock's "Whole of the Wheat" is different, is made different. The grain—top grade, hard northern spring wheat with a minimum protein of 14 to 15%—is carried by centrifugal force and struck in mid-air against sharp, pointed teeth at high speeds.

This new, revolutionary process splits the grain without

causing sharp, irritating edges and preserves the germ cell intact and unbroken—protects the oil from oxygen attack and prevents rancidity.

This new whole grain flour will keep indefinitely, needs no emulsifier and will absorb and hold several percent more water and will retain palatability for many days. Baking tests, made after six months storage of the flour, show no deterioration either from rancidity or infestation. It is milled and bagged without further treatment.

Bread and muffins made from Stock's "Whole of the Wheat" flour are wholesome, healthful and will not harm the most delicate digestive tracts. It has a different taste than any other whole wheat flour—a delicious, nutty whole grain flavor with no bitter after taste.



STOCK a big name in flour for over 90 years

The name Stock is an eminent one in flour milling.

Famous for over ninety years as millers of fine cake, cookie, pie making flours and prepared donut mixes. Stock flours are produced under rigid laboratory controls in one of America's most modern mills.

You are assured of dependable, uniform results when you use a Stock flour.

Make Delicious Muffins with STOCK'S OLD-FASHIONED MUFFIN MIX (Containing Wheat—Corn—Rye)

A muffin mix with the old-fashioned texture and taste of stone ground meals.
It stays fresh indefinitely without special storage because the ingredients are Rotarized.

F. W. STOCK & SONS, INC.

Millers of
cake and cookie flours from
famous Michigan soft wheat
**NEW YORK • BOSTON
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XXXX

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*Suppliers of a Complete Line of Bakery Flours
and Mixes to the Baking Industry*

Ring the Baker's Doorbell

A business name has been filed for the West Seneca Bakery, 3481 Seneca St., Buffalo, N.Y., by Kathleen M. Boivin.

Mrs. Meta Hafemann has purchased the interest of her partner, Mrs. Meta Heimermann, in Meta's Bakery, Kewaskum, Wis.

The Continental Baking Co.'s new retail outlet in Atlantic, Iowa, is in the Hayes Bldg. on East Seventh St. Mrs. Elsiebelle Brindley is in charge.

Cecil Wilson has retired from the bakery business at Bedford, Iowa, because of ill health. He formerly operated K-C Pastries.

The Calamas Bakery plant at 594 Broad St., Augusta, Ga., operated for the past three years by H. L. Thompson, has been purchased by Robert Stockdale of Charlotte, N.C. Effective Jan. 1, the name of the firm will be changed to Quality Bakery.

Charlie's Pastry Shop, Inc., is the name of the bake shop recently set up by Stefan Matuszak, 133-14 Linden Blvd., So. Ozone Park, N.Y.

Joseph Nardone, owner of the Somers Hill Pastry Shop, Newark, N.J., escaped injury when an oven exploded, damaging the bake shop.

Frank Lang, formerly of St. Cloud, Minn., has been appointed production manager at the Brownee Bakery, 19 Broadway, Fargo, N.D., announces Paul Feder, proprietor. Mr. Lang was manager of a bakery at St. Cloud for many years and also owned a shop at Morris, Minn., for three years.

J. L. Sparrow, who operated the Carrington (N.D.) Bakery until last June when he sold the business to Howard Warren, announced that he will resume operation of the bakery. Mr. Warren has decided to turn the business back for reasons of health.

Henry Van Meter, one of the founders of the Park Region (Minn.) Bakery when it had its beginning in Battle Lake, Minn., has sold his interest in that firm, now located in Fergus Falls, Minn. He and Mrs. Van Meter plan to move South. Their son, Tom Van Meter, is one of the present partners in the firm.

The Manly (Iowa) Bakery recently staged a grand opening, with 300 persons registering for prizes and

being treated to coffee and doughnuts. The bakery has just completed a remodeling program.

Mr. and Mrs. Clarence Jensen have purchased the Home Bakery in Tomah, Wis.

Mountain's Bakery, 1410 South

Ave., Toledo, established by the late William H. Mountain, has been sold to Arby Disbrow.

Lyle Thompson has purchased the City Bakery, Bottineau, N.D., from L. D. Schmidkunz.

James Zecherle has sold his bakery

in Independence, Wis., to Bert and Gerald Meyers, who also own bakeries at Arcadia and Mercer.

The Alton Bakery branch store in Orange City, Iowa, has closed.

Lyle Mann recently staged a grand opening of his new bakery, Mann's Home Bakery, Fairmont, Minn. Assisting him are a daughter and son-in-law, Mr. and Mrs. Earl McKay.

Visitors from one of Scotland's largest bakery organizations studied operations at the Los Angeles plant of the Weber Baking Co. Visitors

Watch for

Coming Announcements and Stories

ACME — GOLD DRIFT

Better Bakery Flours

These Brands Meet Every Shop Need

The ACME FLOUR MILLS CO.

Oklahoma City, Okla.

BLAIR'S *Continental*
OUR FEEDS

BLAIR MILLING CO., Atchison, Kans.

were Donald Dow and George T. Nicholson, directors of the Scottish company; William Grant, manager of its flour mills, and K. F. Masson, in charge of planning. The Scottish enterprise includes seven bakery plants in Scotland, one in northern Ireland and three flour mills in Scotland.

John Fisher has opened a bake shop at 201 Tenth Ave. S., **South St. Paul, Minn.**

Conrad Haarstad, proprietor of the **Norwood (Minn.) Home Bakery**, has purchased a larger building, and

plans to relocate his bakery at some future date.

The Sanitary Bakery, **Clarkfield, Minn.**, has been leased to Fred Falk. The bakery had been operated for the past 22 years by Oscar Olson and his son, Milford.

The new bakery and coffee shop in the Tibodeau Shopping Center, **Windom, Minn.**, has been opened. It is called the Mix Bakery.

Mr. and Mrs. LeRoy Mohn plans to build a new bakery in **Breckenridge, Minn.** They have operated a

bakery in **Granite Falls, Minn.**, for 10 years.

The Quality Bakery, **Rochester, Minn.**, has opened a sales outlet at **Plainview, Minn.**

A new baking plant is being erected at **Cuyahoga Falls, N.Y.**, by the Lawson Milk Co., it was announced by J. J. Lawson, president. It will be one of the largest bakeries in this section of the state and will open late this year.

A business name has been filed for the **R. Schroeder Bakery**, 212 Forest

Ave., **Buffalo, N.Y.**, by Rudolph O., Gordon R., Donald J., James R. and Rudolph E. Schroeder.

A business name has been filed for **Sammy's Doughnuts**, 380 Seventh Ave., **Buffalo, N.Y.**, by Samuel Lombardo.

Bob Dennis, owner and operator of two Dennis Donut Shops in **Oklahoma City**, has opened a Dennis Donut Shop in **Lawton, Okla.** Foyden Niece is in charge of the Donut Shop in Lawton, which operates three trucks in Lawton and vicinity.

Mr. and Mrs. Jesse Peters have sold Knopps Bakery at **Ada, Okla.**, to Mr. Mead of Amarillo, Texas. A second Meads Bakery is at Lawton, Okla. Jack Hanes will be manager of the Ada bakery.

Mr. and Mrs. Hayden Harris have purchased the Purity Bakery at **Norman, Okla.**, from E. A. Tucker. Mr. and Mrs. Harris formerly owned Hayden's Pastry Shop in Oklahoma City, which they sold to the Pemberton Bakery.

Ralph W. Sotzing recently celebrated his 35th anniversary at the **Bethlehem (Pa.) Baking Co.** He started as manager for the bakery which he now owns and operates with help of his sons, Ralph F. and Richard H. Mr. Sotzing is currently treasurer of the Pennsylvania Bakers Assn.

The owner of the **Tully (N.Y.) Bakery** and chairman of the Congressional military operations subcommittee, Rep. R. Walter Riehlman is presently in Europe conducting hearings in an effort to secure information about foreign base supply and surplus inventories.

New equipment has been added to the fleets of the **Turner Baking Co., Durant, Okla.**, and **Mead's Bakery, Inc., Lawton, Okla.**

Nixon's Family Restaurant & Bakery has opened at 1540 E. Whittier Blvd., **Whittier, Cal.**, featuring a drive-up window for bakery sales. The enterprise represents an investment of \$345,000.

Mr. and Mrs. Rene Arthur have closed the Patisserie at **Coconut Grove, Fla.**, and will retire.

The Heim Brothers, Frank and Richard, operators of Heim's Bakery, have opened a second store, using the same name, at 845 Central Ave., **St. Petersburg, Fla.**

Mrs. Natt's Bakery, 61 N.W. 36th St., **Miami, Fla.**, has been closed.

The Epicure Bakery, **Miami, Fla.**, has been purchased by Mrs. Fanny Hohn, who formerly operated a bakery on S. W. 8th St.

The Quaker Bakery has completed a \$75,000 expansion program at 1205-07 N. Mason St., **Appleton, Wis.**

A \$2 million shopping center will

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be built in **Pittsfield, Mass.**, by Joseph A. Powers, president, Joanne Bakers, Inc. Mr. Powers is founder of the chain of eight retail bakeries located in Berkshire County, Mass.

Winn & Lovett Grocery Co., **Hialeah, Fla.**, is erecting a large bakery at an estimated cost of \$100,000.

Fuchs Baking Co., **South Miami, Fla.**, is installing doughnut equipment.

Harvey's Bakery, **Dover, N.H.**, was destroyed by fire when a fire in the heart of the city's business district

broke out. The bakery was owned by Harvey Bernier of nearby Rochester.

A new Mini-Max Bakery, capable of producing 2,000 loaves of bread an hour has opened in **Smith Center, Kansas**. Richard Simpson, a director, is general manager.

The Nancy Ann Bake Shop, **Miami, Fla.**, has added new equipment to its plant.

Ralph M. Ward, vice president of Columbia Baking Co., **Atlanta, Ga.**, is resigning his position with that

company, having purchased the Merchants Bakery, Inc., **Norfolk, Va.**, from L. E. Duncan.

The Don-Ray Bakery, **Wagner, S. D.**, has been purchased by its former manager, Elmer Hofer, and has been renamed Elmer's Bakery.

The **Hinckley (Minn.) Bakery** has moved into its new location. Owners are Mr. and Mrs. Wesley Halverson.

A new \$9,500 American Bakeries Co., Inc., storage and truck terminal

at **Dublin, Va.**, now under construction, is expected to be in operation within a short time. The structure will house 12 trucks.

Dunsworth's Bakery, Inc., is the name of a new corporation formed at **Fort Madison, Iowa**, by Marian C., Edward W. and Robert E. Dunsworth.

A Spudnut Shop has been opened in **Chatfield, Minn.**, by Alice and Mary Monette.

Mr. and Mrs. Arnold Haack have discontinued their bakery at **Granite Falls, Minn.**

The **Chisholm (Minn.) Bakery** was cited recently by Plus Business, an advertising journal, for its series of outstanding bakery ads.

A. A. Oschmann has been named manager of the Federal Bake Shop, 14 N. Fourth St., **Grand Forks, N.D.** Mrs. Oschmann is sales manager for the firm.

Guy Heagle has sold Heagle's Bakery, 4942 France Ave. So., **Minneapolis**, to Gordon Johnson. Mr. Heagle has moved to California.

Martin Olson, Bungalow Bakery, **St. Paul**, is in the midst of an extensive remodeling program which will see ultra-modern showcases and lighting equipment in his sales store.

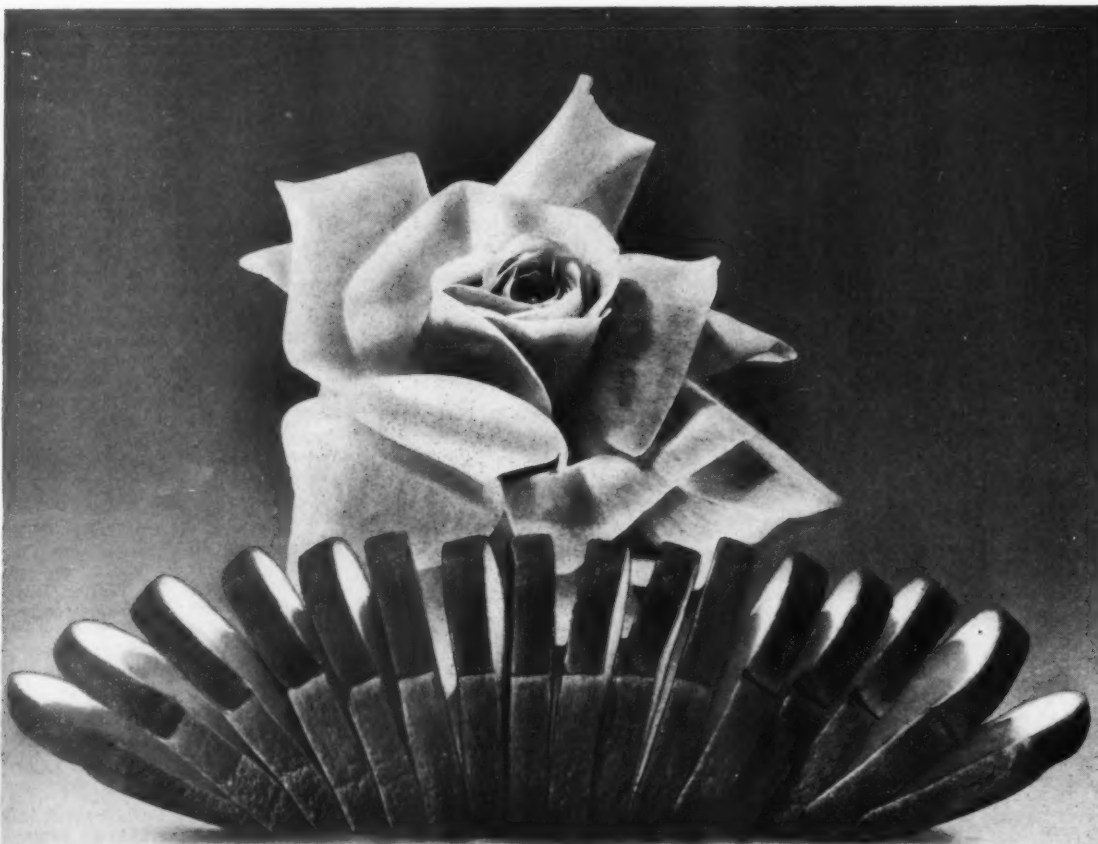
The Three Little Bakers, **Wilmington, Del.**, has taken over the baked goods department of the Reynolds Candy Co. Reynolds, which has been located at 703 Market St. in Wilmington, for 30 years, will continue under the same management, headed by Ellwood B. Griffenberg, president.

The **Eldorado Bakery, Eldorado, Ill.**, has been sold to the Grocers Baking Co., **Louisville**.

The Variety Bakery, **Charlotte, N.C.**, has changed ownership. J. W. Swearingen, founder of the bakery, has sold his stock to Dan Balls, former plant supervisor of Carolina Foods, Inc., who took over operation of the bakery recently.

The Dawn Donut Co., **Jackson, Mich.**, has filed suit in U.S. District Court at **Buffalo, N.Y.**, against Hart Food Stores and Starhart Bakeries, Inc., both of **Rochester, N.Y.**, charging patent infringement in the use of a trademark on baked goods. The Dawn Donut Co. contends that it has used the name "Dawn" since 1922, and that it was used illegally by the associated corporations of Rochester.

A business name has been filed for the Home Bakery Cake Shop, 356 Esser St., **Buffalo, N.Y.**, by Gustave Stragies.



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good to see . . . good to eat . . . good to sell.

Beautiful

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made with

Wytase
REG. U.S. PAT. OFF. DOUGH WHITENER

WYTASE is the registered trade mark of the J. R. Short Milling Company to designate its natural enzyme preparation for whitening the dough.

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WHITE WHEAT

Low Protein Cake
and Cookie Flours

AMENDT MILLING CO.

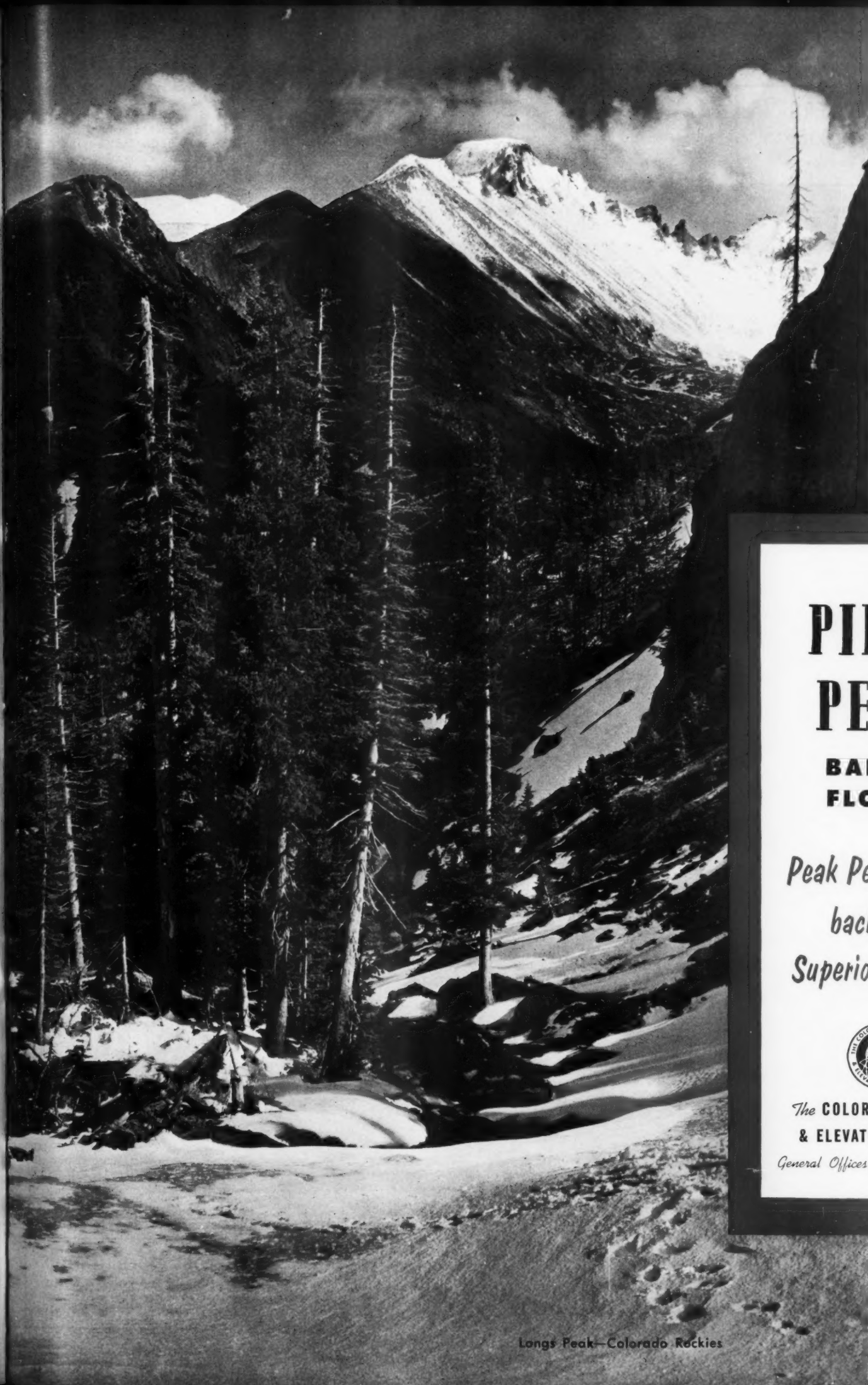
Monroe, Mich.

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Manufacture Kiln-Dried
DEGERMINATED CORN PRODUCTS

Capacity, 16,000 Bushels



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**BAKERY
FLOURS**

*Peak Performance
backed by
Superior Service*



The **COLORADO MILLING
& ELEVATOR COMPANY**

General Offices: Denver, Colorado

Longs Peak—Colorado Rockies



ANSWERS TO "DO YOU KNOW?"

Questions on Page 22

1. **True.** The color of the crumb will be improved. A better texture will result and the volume of the cakes will be slightly larger. The cakes will also be somewhat more tender due to the fat content in the yolks.

2. **False.** It is used as a precaution against rope. Usually about one pint

of 90 grain vinegar is used for each 100 lb. of flour. The use of vinegar is, however, decreasing as there are a number of both mold and rope inhibitors on the market which are more convenient to use.

3. **True.** If the pH of the cake is below 7 it would indicate that it is on the acid side. Molasses cakes should be on the alkaline side. This is brought about by using soda in the formula.

4. **True.** The retarder temperature should be about 35-38° F.

5. **True.** The names, corn syrup and glucose, are used to identify the same product.

6. **False.** The small amount of chlorine used in water has no effect on the finished bread.

7. **True.** They are usually composed of various gums and starches. They can be obtained from various bakers supply houses. As they are not identical, the directions given by the manufacturer should be followed.

8. **False.** They should be baked at about 410-425° F. on double pans. When baked at too low a temperature they will flatten out too much and have a pale crust color.

9. **False.** The baker should use a high grade cake flour for making cakes as this type of flour has the

ability to carry the large percentages of sugar and moisture used in the modern formulas. For pies, cookies, etc., an unbleached pastry flour should be used for the best results. This type of flour is also lower in price than a high grade cake flour.

10. **True.** Baking powders are composed of soda bicarbonate, acid or acids and starch. Due to variations in the strength of the various acids used, variations in starch content is necessary. The amount of soda bicarbonate in the formulas remains the same, no matter what type of acids are used.

11. **False.** The sugar and water are usually cooked to 240-242° F. When the humidity is high or a stiffer icing is desired, the mixture is at times cooked to 246-248° F.

12. **True.** A sheeting machine may be used with excellent results. Care must be taken so that the space between the rolls is properly adjusted.

13. **True.** A distinct improvement in the color of the crust will be noted. The flour and non-fat milk solids should be sifted together thoroughly.

14. **False.** While most lemon pie formulas call for water, milk can be used. However, when milk is used, the lemon juice and grated rind should be added after the filling has been cooked. Otherwise the milk will curdle.

15. **False.** If any hygroscopic ingredients are used they should be decreased or even eliminated. Increasing the amount of shortening in the formula will decrease sticking. The addition of some gelatin, dissolved in some warm water will help. A shortening having a higher melting point will help to decrease sticking. There are stabilizers available that will also help to eliminate or decrease sticking.

16. **True.** However, if the sponge is very stiff or the flour is weak so that it will not stand a great deal of mixing, it would probably be best to break up the sponge with the water and other ingredients before adding the flour.

17. **True.** The use of this ingredient in the dough has a definite tenderizing effect on the crust.

18. **False.** The spread would be decreased if this were done. In order to increase the spread without changing the amount of ingredients, part of the granulated sugar should be added with the flour. Powdered sugar will be dissolved to a larger extent during the mixing of the dough. By adding part of the granulated sugar with the flour, more undissolved sugar would be present in the dough. This undissolved sugar will melt during baking, increasing the spread of the cookies.

19. **True.** This is due to the higher humidity during the summer months. The crust absorbs the moisture in the air and becomes soggy. To overcome this difficulty the rolls should be served as soon as possible after they are baked.

20. **True.** For example, a stiff dough will heat up more than a soft dough mixed for the same length of time. The amount of dough being mixed will also be a factor in determining mixer friction.

Hour after hour, National Yeast supplies you with uniformly good yeast to make uniformly good bakery products.

for uniform results

National Yeast Corporation

FRANK J. HALE, President

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You can order all these essential bakery products

National Bakers Compressed Yeast
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National Baking Powder
National Baking Cream
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National Bakers Malt Syrup
National Bakers Dry Malt
National Enrichment Tablets
National Yeast Food
National Puff Paste

National 7-in-1
Armour Cloverbloom Frozen Whole Eggs
Armour Cloverbloom Frozen Egg Whites
Armour Cloverbloom Armex
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Family and Bakery Flour

Milled only from the very choicest
Colorado highland wheats
FORT MORGAN • COLORADO

flours

Individually milled

for

superior performance!

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WINTER WHEAT
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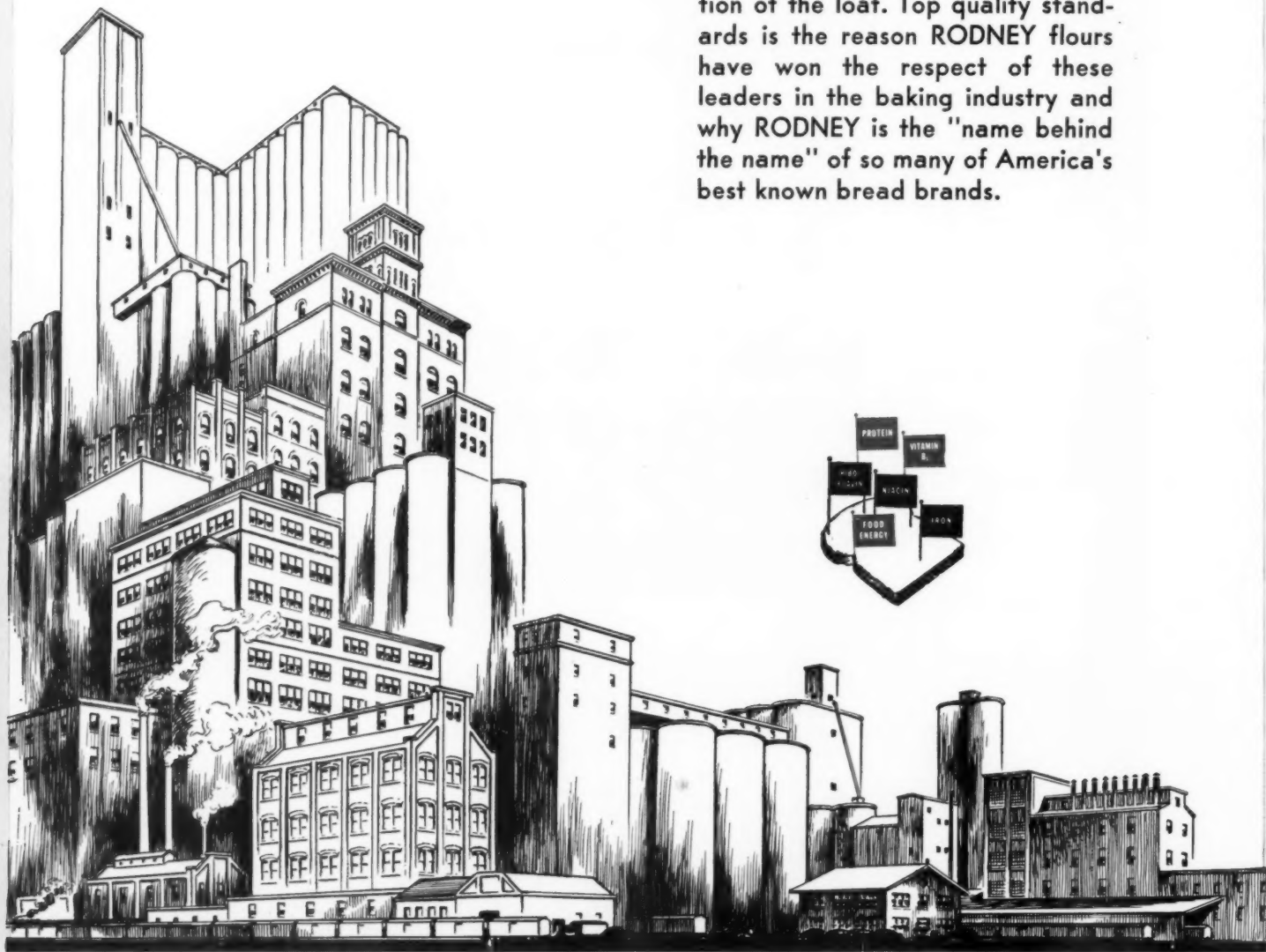
SOFT WHEAT
FLOURS
for cakes, cookies,
crackers

RYE FLOURS

WHOLE WHEAT
FLOURS



Approximately 150,000 brand names compete for consumer attention in America. In this battle of brands for buying favor, quality is the vital link. We are proud of the many famous brands of bread which have RODNEY flours as the foundation of the loaf. Top quality standards is the reason RODNEY flours have won the respect of these leaders in the baking industry and why RODNEY is the "name behind the name" of so many of America's best known bread brands.



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22,000 CWTs. DAILY CAPACITY • 5,750,000 BUSHELS STORAGE



HERE'S A "CLUE"

*In the "Case of Consistently
Good Bread" Anheuser-Busch
Bakers' Yeast is always "Exhibit A"
Highest Uniformity...
pound after pound after pound.*

Inhibiting Effect of Serine On Food Poisoning Staphylococci

Of all the baker's products, cream-custard type baked foods are the most susceptible to bacterial spoilage. In most instances this spoilage is caused by harmless bacteria whose growth merely renders the product unpalatable. On some occasions, however, food poisoning staphylococci may grow in the product with disastrous results. Customers may be-

come seriously ill, and unfavorable publicity, loss of business and even lawsuits may result.

Serine Inhibits Bacterial Growth

The use of a suitable additive to prevent bacterial growth would obviously be a helpful tool in combating these problems. Research at the American Institute of Baking labo-

ratories has revealed that serine, when employed in vanilla fillings in 0.2 to 0.3% concentration (based on total weight of filling), exerts an inhibitory effect upon the growth of staphylococci and those bacteria responsible for "normal" spoilage. Results of experimental tests are sufficiently promising so that an application has been filed for a patent

covering its use for this purpose.

Although serine is not currently available either at the price or in the quantities required for commercial use, it is considered desirable to report laboratory findings on the usefulness of this substance in relation to staphylococcus food poisoning. It is thought that with the increasing technological advances in the chemical industry, serine may be made commercially available. At such time it is hoped that, under license from AIB, the use of serine may contribute to the welfare of the food industries which have a staphylococcus food poisoning problem.

Serine Present in Foods

Serine belongs to a class of compounds known as amino acids. These amino acids, in different combinations, make up the proteins of milk,

EDITOR'S NOTE: Bakers must constantly be on the alert for bacterial spoilage in cream-custard type baked foods. Bacteria may be harmless or may be of the type which induces illness in the consumer. The unfavorable publicity which can result from the latter situation is of obvious concern to all bakers. In this article by the American Institute of Baking the inhibiting effect of serine upon the growth of food poisoning staphylococci is outlined.

egg, flour, meat, etc. When these proteins are broken down by the appropriate digestive juices, the amino acids are released. In a manner of speaking, the amino acids may be compared to the individual links in a chain, and the complete chain represents the protein. Amino acids therefore are food components, and there would appear to be no hazard involved in the use of one of these in cream fillings. Serine is a white crystalline powder, and as used in these experiments, did not seem to impart any undesirable odor or taste to the filling.

Discovery of Serine's Usefulness

In the experimental work a commercial type cream filling of the following composition by weight was employed: water 600, starch 30, non-fat milk solids 50, salt 2.3, shortening 34, sucrose 136, whole egg 95, and vanilla extract 5. In this search for a suitable additive, a number of amino acids were tested.

For purposes of experimentation it was more feasible to combine all the ingredients into a liquid mix and distribute 50 gram amounts into beakers. The single amino acids in 0.1% concentration were then added to the individual beakers. The mix was gelled by immersing the beakers in a boiling water bath. These were cooled to room temperature and known numbers of food poisoning staphylococci were stirred throughout the filling. They were then stored at 86° F. for 24 hours, at which time the amount of bacterial growth was determined.

A description of the technical methods can be found in another article (Castellani, A. G. 1953 "Inhibiting effects of amino acids and related compounds upon the growth of enterotoxigenic micrococci in

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THE race is to the swift and efficient these days—whether it be in the air or in the bakery. Like America's famous planes, AMERICAN FLOURS are modern products reflecting the highest quality and skill . . . and their baking performance, stable and sure, is designed for utmost efficiency in today's modern bakeries. It pays in many ways to BUY AMERICAN!

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NEWTON, KANSAS

cream pastry." Applied Microbiology 1 195-199).

In this study of amino acids and related substances, 35 compounds were tested. The results of this survey revealed that the amino acids glycine, cysteine and serine noticeably inhibited the growth of the staphylococcus culture. The pertinent data are presented in Table 1. It can be observed, furthermore, that serine is the most effective inhibitor.

In order to be more certain of our results, seven other cultures of food poisoning staphylococci were tested against serine, and in each case a notable degree of inhibition

would affect the action of any bacteriostatic agent which might be used in food is the number of staphylococci added to the filling. It can be seen in Table 3 that as the number of staphylococci added to the filling increases from 0 to 31,500 per gram, the effectiveness of serine, as might be expected, decreases. Therefore, in using serine or any other inhibitory agent, sanitary production practices designed to minimize the degree of contamination must continue to be employed.

Factors Affecting the Inhibition

An important factor which would obviously influence the bacteriostatic effectiveness of serine is the amount employed. In Table 2 is recorded an experiment in which different concentrations of serine were tested. In this experiment 20,200 staphylococci were added per gram of filling. It can readily be observed that serine becomes increasingly more effective at the higher levels.

Another important factor which

teristatic agent which might be used in food is the number of staphylococci added to the filling. It can be seen in Table 3 that as the number of staphylococci added to the filling increases from 0 to 31,500 per gram, the effectiveness of serine, as might be expected, decreases. Therefore, in using serine or any other inhibitory agent, sanitary production practices designed to minimize the degree of contamination must continue to be employed.

One other point to be noted in Table 3 is that a relatively small contamination such as 42 staphylococci per gram will grow to 100,000,000 in 24 hours in the absence of

serine. This number is more than sufficient to render the product poisonous.

Other experiments have been performed to determine the effects that the different ingredients in the fillings have on the effectiveness of serine. The results have indicated that serine is more effective if milk is omitted from the formula. However, serine is even more effective if, instead of the milk, the egg is omitted. The effectiveness of serine appears to be increased by egg white, but lessened by increased amounts of egg yolk. The presence or absence of shortening does not appear to have any effect. Coconut, on the other hand, completely overcomes the inhibitory effect of serine against staphylococci.

Serine Delays "Normal" Spoilage

As previously mentioned, serine also has an inhibitory effect upon those bacteria which survive the cooking of the filling and which are responsible for the "normal" spoilage of cream pies. Preliminary data suggest also that this inhibition applies to custards baked in the shell. The results of this work now in progress will be presented in the near future.

In conclusion then the amino acid serine has been found to have an inhibitory effect on food poisoning staphylococci and also on the bacteria responsible for "normal" spoilage of cream pies. Although there are certain promising practical implications inherent in these experimental results, considerably more work must be done before a complete solution of this problem is achieved.

Table 1—Inhibition of Staphylococcus Aureus 210 in Cream Filling

Amino acid (concentration 0.1%)	Staphylococci/g of filling after 24 hours at 86° F.
None (control)	1,360,000,000
Glycine	36,000,000
Cysteine	10,000,000
Serine	500,000

Initial inoculum was about 700 staphylococci/g of filling.

Table 2—Inhibition of Staphylococcus Aureus C 2 by Different Concentrations of Serine

Per cent serine	Staphylococci/g of filling after 24 hours at 86° F.
0	930,000,000
0.2	15,600,000
0.3	4,400,000
0.4	1,300,000

Initial inoculum was 20,200 staphylococci/g of filling.

Table 3—Effect of Inoculum Size on the Inhibition of Staphylococcus Aureus C 2 by 0.2% Serine

Staphylococci added/g of filling	Without serine	With serine
0	0	0
42	100,000,000	93,000
210	720,000,000	347,000
1,050		1,200,000
5,250		14,100,000
31,500		69,000,000

—BREAD IS THE STAFF OF LIFE—

IMPROVING SERVICE

PHILADELPHIA—Service to customers was the theme of the annual sales meeting of Jomac, Inc., Philadelphia, held in the Huntingdon Valley Country Club near Philadelphia. Improving service includes these points, it was pointed out: Advertising and publicity that is informative and factual, with the goal of helping customers and prospects to solve their problems; salesmen who are completely informed on all products, old and new, and thoroughly trained in sales techniques, so that they will be able to tell customers honestly whether or not the products are best for their needs and if so, how they can be used most effectively; product quality that is closely guarded to assure customers of utmost uniformity of performance; and continuous new products development.

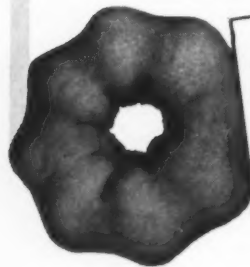
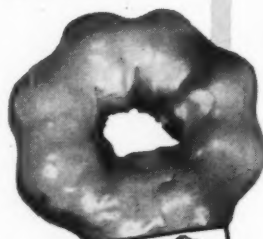
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The perfect promotion for this month or any month! Krinkles is completely new, combining the popularity of fried goods with that "extra something" which means great consumer appeal. It's sure to be a consistently big seller. Get the complete story on production, merchandising and sales of Krinkles today!



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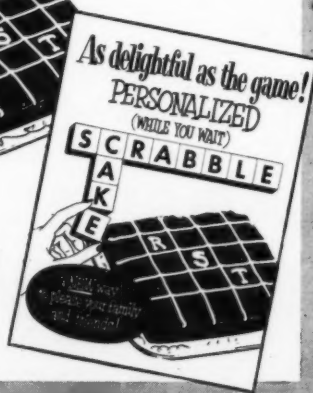


2 MORE PROMOTIONS FROM ROLLING PIN SQUARE

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SCRABBLE

The biggest selling
Cake since Canasta



You've heard of the game that's sweeping the country. Now get in on the promotion that's sweeping the baking industry! Here's an easy-to-produce item of terrific popularity. Made up to look like a Scrabble board, you quickly initial it with letters of your customers' choosing. Get formulas and facts now!

3

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ONE

BIG

IDEA

American Baker
November 1954

Just Bake 'n



Five Years Ago
**Vitality News
Announced
the Big Idea!**

Brown 'n Serve Rolls

Developed by General Mills

Today

Brown 'n Serve rolls account for a whopping proportion of *all* bakery roll sales. Five short years of amazing success have proved the Brown 'n Serve idea. For the housewife it has helped eliminate home baking—yet she still has the satisfaction of serving rolls hot and moist from her own oven. For bakers Brown 'n Serve has exceeded even the high hopes of General Mills, who gave the method—free—to the baking industry. Big profits are possible with Brown 'n Serve—and only bakers can make those profits. Get your share—bake and sell Brown 'n Serve!

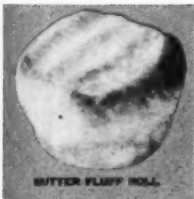
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Brown

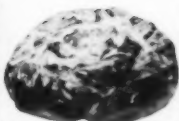
Developed by

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traffic and building sales for
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ASK YOUR GENERAL



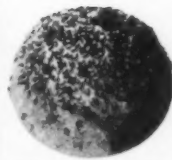
BUTTER FLUFF ROLL



QUEEN ROLL COFFEE CAKE



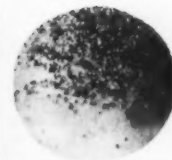
CLOVERLEAF ROLL



SESAME EGG SHELL ROLL



ROSEBUD BUTTER ROLL



POPPYSEED EGG SHELL ROLL



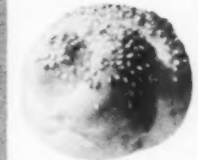
POTATO ROLL



EGG SHELL ROLL



CINNAMON ROLL



SESAME ROLL



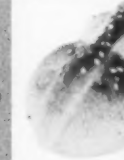
SANDWICH BUN



VIENNA HEARTH BREAD



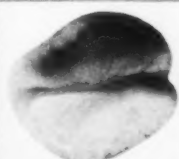
HOT CROSS BUN



TWIN ROLL



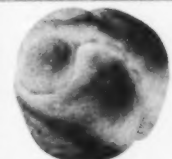
CHEESE ROLL



PARKER HOUSE ROLL



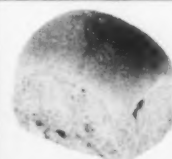
VIENNA HARD ROLL



BUTTERCUP ROLL



CRESCENT ROLL



WHOLE WHEAT ROLL



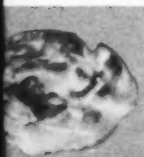
WHEELER ROLL

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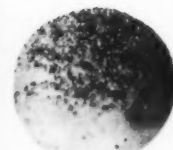
Developed by General Mills for the Baker

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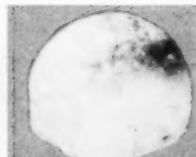
ASK YOUR GENERAL MILLS SALESMAN FOR DETAILS ON



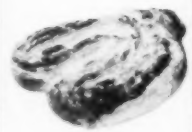
RAISIN BUTTER ROLL



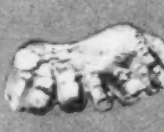
POPPYSEED EGG SHELL ROLL



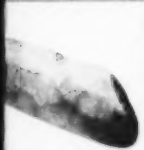
POTATO ROLL



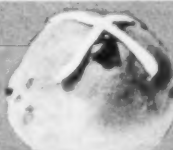
DANISH COFFEE CAKE



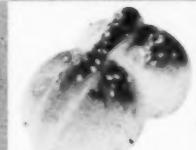
BEAR CLAW ROLL



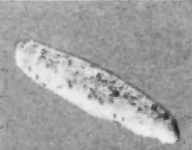
NA HEARTH BREAD



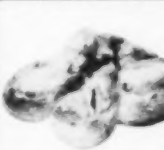
HOT CROSS BUN



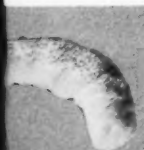
TWIN ROLL



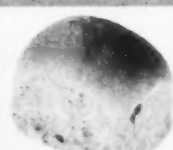
SALT STICK



FAN TAN ROLL



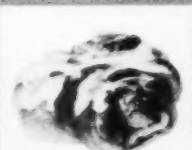
CRESCENT ROLL



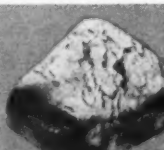
WHOLE WHEAT ROLL



WIENER BUN



QUEEN ROLL



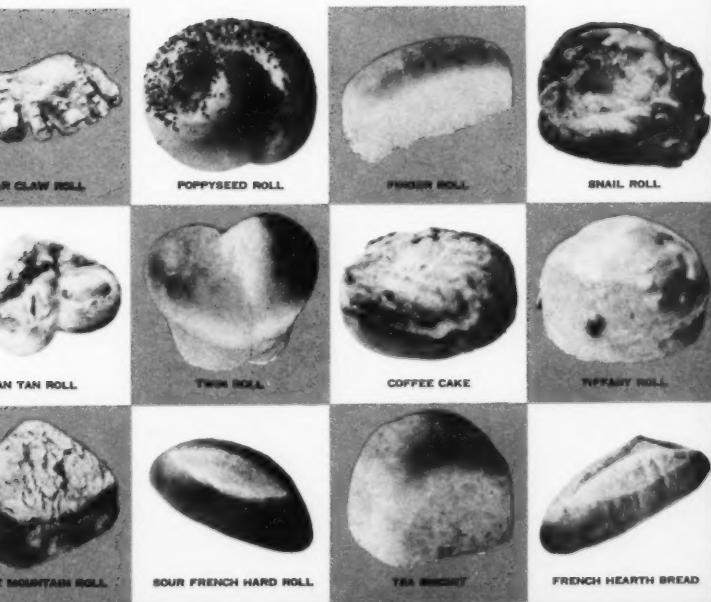
WHITE MOUNTAIN ROLL

Serve

the Baking Industry

are increasing
everywhere.
customers?

DETAILS OF THE BROWN 'N SERVE PROCESS.





How Others Have Sold Brown 'n

Tips from Vitality News on ways to merchandise

Brown 'n Serve

Maryland

Brown 'n Serve rolls placed on a self-service rack near the cash register raised sales considerably for a Maryland baker.

Ohio

Samples sent sales soaring. An Ohio baker set up a portable oven in a grocery and sold 600 dozen Brown 'n Serve rolls in two days! Almost every person who sampled the new rolls bought a dozen or more.

Nebraska

"Don't be satisfied with making only a couple kinds of Brown 'n Serve rolls. I've found you make more sales by making more varieties and customers want to try them all."

Minnesota

Brown 'n Serves went like hot cakes after home economists at the local gas company demonstrated and sampled the varieties of rolls.

Missouri

A multi-use foil tray package skyrocketed Brown 'n Serve sales for a Missouri baker. He bakes and packages the rolls in the tray, the housewife browns and serves them in the same tray, and afterwards uses it as a refrigerator dish or warming pan.

Idaho

Brown 'n Serve displayed in a refrigerated case increased sales 30%.

OTHER SUGGESTIONS:

Newspaper ads
Radio and Television spots
Hand bills
Package inserts
Routemen and Sales girl contests
House-to-house sampling

Daily specials
Telephone sales talks
Suggestive selling
Window displays
Mass counter displays
Grocer displays

Serve Rolls All Over the Country!



Sample Radio-TV Spot Announcements Brown 'n Serve Rolls

30 SECONDS

Mother . . . here's something really nice for that dinner you're planning. Get (bakery name) Brown 'n Serve rolls. No muss . . . no fussy fixing. You just pop them in the oven and onto the table, butter-melting hot and golden brown in no time. They'll be a big hit with your family or friends . . . and the kids love 'em. Next time you want a mealtime treat, ask for (bakery name) Brown 'n Serve rolls—the dinner rolls you just brown, then serve. They are delicious—so moist and hot. That's (bakery name and address).



1 MINUTE

Mother . . . here's a golden opportunity for you to add something really nice to that dinner you're planning. Did I say

golden opportunity? Well, that's just what I meant. Serve (bakery name) Brown 'n Serve rolls . . . the kind that turn golden brown and luscious almost as soon as you put them in the oven. No fuss . . . no mussy preparation when you serve (bakery name) Brown 'n Serve rolls. Just pop them in the oven and pop them onto the table, butter-melting hot and golden brown in no time at all. And you just watch the way the family digs into those Brown 'n Serve rolls. They go over great with the menfolks. And with the kids? Mom, (bakery name) Brown 'n Serve rolls are a real solid hit. So don't forget . . . next time you buy rolls . . . you be sure to ask for (bakery name) Brown 'n Serves—the dinner rolls you just brown, then serve. That's (bakery name—and address).



Get Your Brown 'n Serve Formulas

Formulas for Brown 'n Serve rolls, and for toppings and fillings for Brown 'n Serve sweet rolls, are available from your General Mills salesman.

General Mills

BAKERY SALES SERVICE

Minneapolis 1, Minnesota

American Baker
November 1954

Most bakers prefer Sun-Maid Raisins, because Sun-Maid offers a pick-of-the-crop variety for every baking need. You can depend on Sun-Maids always being fresh, clean and flavorful.



You save money when you use Sun-Maid Raisins and Currants. Sun-Maids are specially processed and packed for the bakery trade. They save time and cut labor and preparation costs.



SUN-MAIDS

Are A Baker's Best Buy— For All Baking Needs!

Sun-Maid serves bakers in another important way! Demand for raisin goods is stimulated through year-round national advertising. You'll find Sun-Maid advertising in America's leading magazines.

FOR BAKERY USE

- PUFFED MUSCATS
- ZANTE CURRANTS
- THOMPSON SEEDLESS
- GOLDEN SEEDLESS



Guard Your Quality—
And Raise Your Profits With



SUN-MAID RAISINS

Grown and packed by the Sun-Maid Raisin Growers of California, Fresno, Calif.

Legal Safeguards for the Use Of Chemical Additives in Food

By Howard O. Hunter

For over two years several of our major food industries have collaborated in developing means to insure adequate protection for themselves and the consuming public in the use of chemical additives to food. At the same time, we have been working to make this objective known to the public and to secure legislation to make it effective.

First, for some time there has been an increasing number of printed articles in magazines and newspapers at-

EDITOR'S NOTE: The food industries have made great strides in clarifying their position on the use of chemical additives in foods. One who played a leading role in this progress is Howard O. Hunter, president, American Institute of Baking. Mr. Hunter spoke on this topic at a meeting of the Central Atlantic States Association of Food & Drug Officials in Baltimore. His remarks are contained in this article.

tacking our food supply, and particularly attacking the use of new chemicals in the food supply. Witness, the American Magazine article signed by Congressman Delaney entitled "Peril on Your Pantry Shelf" which carried sensational statements regarding chemicals in food. Witness also an article in Pageant Magazine in which the phrase "poison in your food" was used numerous times.

Second, there have been a number of congressional investigations of chemicals in food. For instance, investigations by the Delaney Committee of the House of Representatives and the Senate Committee on Agriculture have resulted in a great deal of distorted publicity both in the congressional reports and in published articles as a result of the reports. I have already mentioned the Delaney Committee report and a magazine article based on the report. The Senate Committee on Agriculture issued a sensational and damaging report on the food industries' use of untested chemicals.

Third, there seems to be an increasing rather than a decreasing activity on the part of food faddists. These

food faddists operate through the public press, through radio and through so-called health stores and in numerous other ways to fool the public and to take advantage of the

public's interest in nutrition and health.

Fourth, bad public relations and misinformation regarding our food supplies have come from public hear-

ings such as the bread standards and the ice cream standards hearings. Incidentally, in the bread hearings which cover some 18,000 pages of testimony a very minute portion of the hearings was concerned with bread. Most of the argument was between commercial interests in the chemical field who had been promoting the use of synthetic chemicals as bread softeners, and the vegetable and animal shortening interests. The results of the hearings, however good they might have been, were lost sight of as far as the public goes by sensational publicity which emanated from

Profit-Making Ideas from Fleischmann

How to get more business from each customer

Make sure your salespeople read this



The more you suggest, the more you sell

Salesgirl: Good morning, may I help you?

Customer: Why yes, I think I would like some sweet rolls or coffee cake. Let me see . . . what kind do you have?

Salesgirl: (Reaching for a Fruit & Nut Ring.) We have a full assortment . . . but our Fruit & Nut Rings are specially priced today. Just 79¢!

Customer: (Smiles. She is saving money.) Looks very good . . . I'll take one.

Salesgirl: (Smiling, as she places Nut Ring on counter in wax paper.) Perhaps your family would enjoy one of our fruit pies for dessert tonight . . . these are right out of the oven.

Customer: Ordinarily they would, but we just had one the night before last.

Salesgirl: (Hesitates momentarily.) By the way, have you ever tried our Devil's Food cake?

Customer: Why, ah . . . no—but I don't think . . .

Salesgirl: Well, sometime you really should try it. It's our specialty . . . and a favorite with our customers.

Customer: Hmmm. What's the price?

Salesgirl: This week just 64¢.

Customer: Well, I'll take one. Devil's Food cake is my husband's favorite dessert . . . And that'll be all, thank you.

DIXIE LILY

Plain and Self-Rising

A Flour Without Equal Anywhere

BUHLER
MILL & ELEVATOR CO.

• Mill & Gen. Offices, Buhler, Kansas

• Southern Regional Office, 934 Exchange Bldg., Memphis, Tenn.

Michigan Soft Wheat Flour

Plain and Self-Rising

King Milling Company
LOWELL, MICHIGAN

the hearings concerning the toxicity or non-toxicity of various substances either being used or proposed for use in bread.

FDA Authority Threatened

Fifth, much propaganda was initiated beginning in early 1952 to build up a case for emasculating the authority of the Food and Drug Administration to control the addition of new substances to the food supply. It was apparent that congressional committees, however far off the track they might have been, were amendments to the Food and Drug leading up to a point of proposing

Act to more adequately control the use of untested chemicals in food.

To meet this threat, chemical manufacturers and others proposed an amendment to the Food and Drug Act which, instead of being an improvement, would have strengthened the present restrictions against the Food and Drug Administration having any power to approve the use of new chemicals in food in advance of their introduction. In other words, the propaganda was aimed at allowing the introduction of chemical additives and not permitting any regulatory action until after these chemi-

cals had been added.

We realized that the food processing industries would continue to be the goats, as they have in the past, if anything happened. If anybody got poisoned from eating food containing untested and unapproved chemicals neither the chemical manufacturer nor Congress would be blamed by the public, but the entire burden of blame would fall on the food industry itself.

Consequently, some of us in the food industries met informally in March in Chicago to discuss what we might do about this increasingly seri-

ous situation. The original group which met in Chicago was representatives of the national associations of the baking industry, the milling industry, the meat industry and the dairy industry.

We immediately agreed that one of our basic responsibilities was to insist that the food industries be their own spokesman to the public in regard to our food products. We also agreed that the time had come when the food industries should make a public statement of principles in regard to chemical additives to food.

In May of 1952 a meeting of the Manufacturing Chemists Assn. was held in Chicago, to which several of us in the food industries, were invited.

At this meeting we made the following statements:

"The chemical industry in America is to be congratulated and commended on the splendid achievements it has made in the past years in improving both the quality and the supply of essential food products.

"The commendation, however, does not carry the implication that adequate controls of new chemical additives in food supplies are not essential.

"Some of us in the food industries sincerely believe that on matters affecting new ingredients in our products, and legislation concerning the same, the food industries should be their own spokesman. We believe that the food industries and the consuming public are more affected by misapplication of chemical ingredients in food than is the manufacturer of the chemical.

"Consequently, it is our opinion that in disseminating public information or in discussing legislation on ingredients in food, the food industries shall be their own spokesman.

"Discussions among the food industries to this effect are being held informally at present."

Following this we held several meetings of our food group, to which we added other food industries, and we decided to draw up a definite statement of principles on the use of new substances in food products, which could be presented to the various food industries' governing bodies for approval.

Disagreement

We were unanimous in being in disagreement with legislation at that time in Congress and other legislation being proposed on the question of control of chemical additives in food.

After several meetings and discussions with other representatives of food industries, a statement of principles was then drawn up and submitted to the original group for approval, and this statement reads as follows:

"I. We believe it is the responsibility of the food industries to exert every effort toward the production and distribution of foods which are wholesome and nutritious and to assure adequate safeguards against contamination or adulteration which would render human food unwholesome.

"II. We believe the food industries

Salesgirl: Yes, ma'am. And while I'm wrapping your things, have one of these fancy cookies we've just baked. (Offers customer a plate of sample cookies.)

Customer: (Taking a bite.) Hmmm, very tasty. Awfully rich, though.

Salesgirl: And, so dainty. Just right for luncheons and teas.

Customer: Well, let me have a pound and a half. My bridge club's coming in tomorrow. Now—what does that add up to?

Salesgirl: (Figuring on pad.) Two dollars and sixty-three cents. Thank you very much.



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Producers of
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CAKE & BAKERY FLOURS**
AUGUSTA, MICH. PHONE 320

should continue to improve their food products from the standpoint of nutritive value, wholesomeness, palatability, and convenience, but in so doing public health and welfare should continue to be the first consideration.

"III. We believe every substance not represented by long usage in human diet should be subject to question as an ingredient in food, and that this question should be resolved by adequate animal experimentation to prove that its use in food does not present a hazard to public health.

"IV. We believe every new substance proposed for use in human food should be subjected to adequate pre-testing by the manufacturer or

user of the substance and that such pre-testing should be required by law.

"V. We believe it to be a proper function of government to control those factors which may affect adversely public health. Therefore, we believe the results of animal experimentation in pretesting new substances proposed for use in food should be reviewed and approved by the Food and Drug Administration before the substance is allowed to be used in food sold to the public.

"VI. We believe the Food, Drug and Cosmetic Act of 1938, as amended to date, does not provide adequate authority for the Food and Drug Ad-

ministration to control the addition of unusual substances to those foods on which standards and definitions have not yet been promulgated, and that the law should be modified properly in this respect."

We then submitted this statement to the following food industry associations:

American Bakers Assn., American Institute of Baking, American Farm Bureau Federation, American Meat Institute, Dairy Industry Committee, Grocery Manufacturers of America, Institute of Shortening and Edible Oils, Millers National Federation and National Restaurant Assn.

Action was taken in each case by

the governing bodies of these organizations and this statement of principles was approved by all of the aforementioned food industry groups.

Many endorsements were secured from top ranking medical and scientific people.

Areas of Agreement

Following the adoption of these principles we have held three additional meetings with representatives and committees of the Manufacturing Chemists Assn. Since we have had these meetings there has been an extremely friendly relation with the MCA people. A great many areas of disagreement have been resolved and, as a matter of fact, we have come to the point where there is only one major area of disagreement with our principles and with proposed legislation to carry out the principles.

This area of disagreement between the MCA and the food industries is, however, a very important one and it consists of their unwillingness to adopt our most essential demand, namely: that the results of adequate pre-testing of new substances as to safety shall be approved by the Food and Drug Administration before a new substance is introduced into food. As a matter of fact, in a letter from the chairman of the Manufacturing Chemists Assn. committee he states that they agree with everything we have said in our statement with the exception of two words, those two words being "and approved." This, of course, is the guts of the whole matter.

Incidentally, our proposals are quite consistent with presently existing legislation in the Food and Drug Act regarding the introduction of new drugs into the market. Our proposals are also consistent with the present regulations in regard to animal products under the U.S. Department of Agriculture.

Following the adoption of these principles by the various food groups we decided to have them translated into legislation.

Rep. Joseph O'Hara of Minnesota introduced into the House of Representatives on March 16, 1954 House Resolution 8418 as an amendment to the Food and Drug Act, which would accomplish the purpose of our statement of principles.

The bill is obviously not a perfect bill but it is one which will receive the support of the food industries.

Baking Industry's Position

To answer some of the old gags which are now in considerable disrepute, we in the food industry certainly are not against research to develop improved food products. We are not against new additives where they can be shown to be entirely safe and can contribute something to the usefulness or acceptability of food products. Certainly we in the baking industry have used synthetic chemical additives to great advantage. To name only a few—our use of synthetic vitamins in the enrichment program; the addition of iron and calcium; the use of calcium propionate as a mold inhibitor have all greatly improved our product.

We are, however, in the food industries, very weary of being the goat as far as our consuming public goes. We are weary of others doing the talking for us and to us about us. We recognize that we are the responsible parties to insure the safety of our product. We propose to work on further development of new products which will improve our food supply. We need, and now, better legal safeguards.

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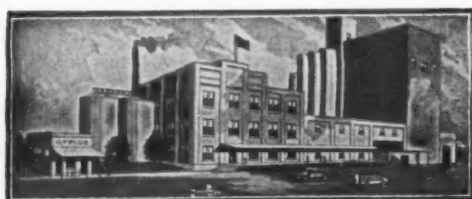
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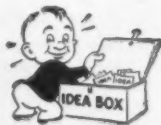
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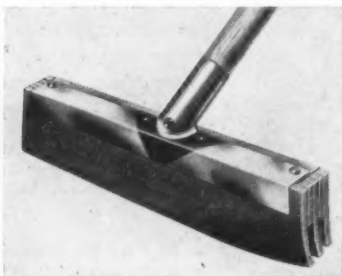


New Products New Services New Literature

This reader service department announces the development of new and improved products, new services and new literature offered by manufacturers and suppliers. Claims made in this department are those of the firm concerned. Use the accompanying coupon to obtain the desired information.

No. 6106—Broom

A new type of industrial broom has been announced by its manufacturer, the Rupo Products Co. The company states that the broom, called the Para Broom, is constructed of flat strips of sponge rubber, fixed in an



aluminum base. It is said to glide easily and collect fine waste without raising dust. A special feature is said to be that it will not clog or become matted with waste. The broom also can be used as a squeegee, to dry floors more completely after mopping. The firm states that the broom

is ideal for powders, grains, feeds, milled flours and other wastes that tend to clog brooms. For more complete details check No. 6106 on the coupon and drop it in the mail.

No. 3622—Aptitude Test

Monitored Personnel Measurement is offering business firms a simplified accurate personnel selection method for day-to-day use. The service kit, which is now available from the company can be applied to most clerical and blue collar jobs in business and industry. To secure more complete information check No. 3622 on the coupon and mail it.

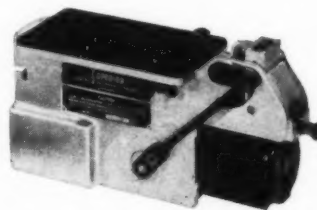
No. 3633—Controls Catalog

A new 12-page general catalog with illustrations, descriptions and basic specifications of Fisher & Porter Company's line of process instrumentation is now available. Instrumentation for measuring and controlling process variables includes: Variable-area and variable-head flow

meters; pressure instruments; temperature instruments; liquid level instruments; density and specific gravity measuring instruments; viscosity and consistency instruments; electric, pneumatic, and electronic transmitting, recording and controlling instruments with alarms and integrators; and air-operated control valves in various models and construction materials. To secure the catalog check No. 3633 on the coupon and drop it in the mail.

No. 3623—Code Marker

The Superior Marking Equipment Co. has in production a marking unit designed primarily for dating and code marking at high speeds. It marks either by striking the inked rubber type faces against a momentarily stationary (about 1/50 sec.) flat surface, or in conjunction with



material handling equipment on which cylindrical objects would roll over the momentarily stationary inked type. Maximum speed when marking by "striking" is over 300 marks per minute, and maximum speed when marking by "roll over" about 250 marks per minute. The maximum size of mark is 5/16" x 13/16". Additional information will be sent to you if you check No. 3623 on the coupon and mail it.

No. 3630 Roll Slicer

The Alto Corp. has secured a patent on its newly designed drive spindle shielding sleeve. This sleeve shields the drive spindle from rolls as they are being sliced in the Alto roll slicer. By preventing all contact between the rotating drive spindle and the rolls, this shield eliminates any tendency to pull or tear the rolls as they are being sliced, the company claims. To secure more complete details check No. 3630 on the coupon and drop it in the mail.

No. 3625—Book on Vending

The vending machine is G. R. Schreiber's subject in "Automatic Selling," a book published by John Wiley & Sons. The human interest and businesslike aspects of this industry are outlined by the author in his book. Described are such points as marketing problems, legislation involved, operation and promotion costs and possibilities in this field. The book is priced at \$5.00 a copy and is available from John Wiley & Sons, Inc., 440 Fourth Ave., New York 16, N.Y.

No. 3627—Package Design

Attractive new packaging has been developed by Caravan Products Company, Inc., for its line of bakers products. Highlighted by a beautifully lithographed 50-lb. steel pail for Sprashort, a pan grease, the new packaging includes colorful lithographed No. 10 tins in yellow and red for Sprashort, Honey Glaze, Poppy Butter and Strudel Mix. To secure more complete details check No. 3627 on the coupon and mail it.



No. 3624—Tape

The Chicago Printed String Co. now has available a tape called the Zip-Open tape, for use in the self-opening corrugated case field. Informative literature on this product has been prepared and is available without charge. The company states that the user can have the tape applied wherever his particular products can be most advantageously divided. Check No. 3624 on the coupon, clip and mail it to secure this literature.

No. 3629—Decal Color

A new color called Meyer cord gold, which is described as a fine reproduction of the actual metal is now available in decals produced for truck and fleet cars, according to the Meyer cord Co. The manufacturer states that the color is bright and rich in appearance. It is also claimed to have outstanding wearing qualities. Samples and full information will be provided upon request. Check No. 3629 on the coupon and drop it in the mail.

No. 3631—Puffball Attachment

The Gem Doughnut Machine Co. states that its new puffball attachment (for the Gem doughnut machine) can cut puffballs two at a time. It is claimed that these puffballs take only half as much dough as a doughnut, yet they can be sold for almost the same price as a doughnut. The attachment has a 1 1/2 in. die and adjusts from 8 oz. per dozen to 16 oz. per dozen. To secure more complete details check No. 3631 on the coupon and drop it in the mail.

No. 3621—Cargo Heater

Production of a low cost, permanently mounted cargo space heater for full time cargo protection in truck and semi-trailer vans has been an-



nounced by the Rue R. Elston Co., Inc. Termed the "Elston X-1000 Series," the L.P. gas-fired heater has a 16,000 BTU capacity and can be controlled either manually or thermo-

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For Quality, Economy and Reliability, Use
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America's Premier Cake Flour
BROWN'S HUNGARIAN CORPORATION
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No. 3632—Waxed Paper Coating

A new development in waxed paper coating for bread wrappers has been announced by Fabricon Products, Inc. The coating, called Waxello, has better blocking properties than existing coatings, company officials state. It is claimed to have outstanding sealing qualities, in particular where used with unprinted cellophane. The coating is offered at regular cost. The installation of any new or special equipment for its use is not necessary. To secure more complete details check No. 3632 on the coupon and mail it.

No. 3628—Flour Bin Control

The Fielden Instrument Division, Robertshaw-Fulton Controls Co., an-



nounces the production of a new electronic instrument to control the level of flour in a large holding bin. The instrument is actuated electronically, using a plastic covered or metal sensing probe extending into the tank. The unit is called a Tektor and it contains no moving parts. The instrument is supplied in a variety of weather-resistant, dust-tight and explosion-proof cases, according to the manufacturer. For more complete details check No. 3628 on the coupon and drop it in the mail.

No. 3626—Cleaner

Petroclean D-25, a new concentrated, emulsifying-type, industrial liquid cleaner for the purging of fat, oil and grease, is now being marketed by the Whistleclean Corp. The new cleaner is said to blend readily with any of the petroleum hydrocarbons—such as mineral spirits, varsol, varnolene or Stoddard solvent—to form stable emulsions with water. Diluted with such solvents, the product may be employed for manual cleaning operations, in soap tank or dip cleaning methods or in pressurized spray systems. The cleaner, it is claimed,

will not attack surfaces or harm the skin. To secure more complete details check No. 3626 on the coupon and mail it.

Also Available

The following new products have been described in previous issues and information about them may still be obtained by jotting the appropriate number on the coupon and forwarding it to this magazine.

No. 3591—Icing ingredient, Food Industry Division, Chemicals Dept., Atlas Powder Co.

No. 3593—Bread wrapping paper, Crown Zellerbach Corp.

No. 3594—Steam units, Burkhart Engineering Associates, Inc.

No. 3595—Freezer, Nor-Lake, Inc.

No. 3596—Labels, Avery Adhesive Label Corp.

No. 3597—Roll buttering machine.

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Yes, this versatile flour's your finest pick
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And yet it won't cost you one extra penny."

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R. G. White Engineering Co.
 No. 3598—Icing base, S. Gumpert Co., Inc.
 No. 3599—Wrapping bulletin, Paisley Products, Inc.
 No. 3600 — Pneumatic handling, Fuller Co.
 No. 3601—Slicer, AMF Bakery Division of American Machine & Foundry Co.
 No. 3602—Book on cake decoration, Maclaren & Sons, Ltd.
 No. 3603—Pan washer, Republic Tool Co.
 No. 3604—Cargo heaters, Hunter Manufacturing Co.

No. 3605—Folder on doughnut machine, Gem Doughnut Machine Sales Co.
 No. 3606—Flavor crystals, Givaudan Flavors, Inc.
 No. 3607—Roll equipment, AMF Bakery Division of American Machine & Foundry Co.
 No. 3608 — Aisle display stand, Great Lakes Store Fixture Co.
 No. 3609 — Foil containers, Ekco Products Co.
 No. 3610—Sealing tape, Minnesota Mining & Manufacturing Co.
 No. 3612—Metal container, Daher Company, Holland Box Division.

No. 3613—Oven, R. G. White Engineering Co.
 No. 3614—Overhead door, Barber-Colman Co.
 No. 3615—Electric delivery trucks, Cleveland Vehicle Co.
 No. 3616—Pie stabilizer, S. Gumpert Co.
 No. 3617—Bakery freezer cabinet, Deepfreeze Appliance Division, Motor Products Corp.
 No. 3618 — Anniversary booklet, Sylvania Division, American Viscose Corp.
 No. 4015—Leavening agents booklet, Monsanto Chemical Co.

Plans Develop for Tour Of Europe by Bakers

NEW YORK—The European Tour Committee, appointed by the New York State Association of Manufacturing Retail Bakers and collaborating associations, has worked out a complete program for the 1955 trip. The principal purpose of the trip is to offer an opportunity to American bakers to attend the Hamburg Exhibition and Conference of the German Baking Industry. The movement was started upon the official invitation received from the Master Bakers Guild of Hamburg and the Central Association of Master Bakers of Germany.

To accommodate the substantial number of bakers from all parts of the U.S. who have already requested reservations for themselves and families, the committee has obtained the pledge from two steamship lines and two airlines.

Passengers who will make early reservations will be accommodated on the S.S. Italia operated by the Home Lines which have reserved room for 150 persons. The Italia will leave New York on May 23, 1955, and arrive in Bremerhaven on June 2. Passengers who cannot be accommodated on the Italia will be booked on the S.S. America of the U.S. Lines. The America will leave New York on May 25, 1955, and arrive at Bremerhaven June 2.

Airline reservations will be available for a special plane leaving New York June 1. All departures have been arranged so that all passengers will arrive in Hamburg in the afternoon of June 2. Hotel accommodations and other activities have also been arranged.

Details and information can be obtained by writing to Jos. Lettal, Secretary, B.E.T., 311 East 56th St., New York. John Benkert, Benkert's Bakery, Great Neck, L.I., is chairman and Jack Stroell, Stroell's Bakery, Bronx, N.Y., co-chairman of the committee. Henry Hoer, Hoer's Bakery, Bronx, is treasurer, and Conrad Winterhoff, his assistant.

—BREAD IS THE STAFF OF LIFE—

C. J. Patterson Co. Holds Production Conference

KANSAS CITY—The annual production conference of the C. J. Patterson Co. and representatives of its over 200 production service and laboratory control clients was held at the Town House Hotel, Kansas City.

As in previous years, the meeting was opened with a welcoming address by C. J. Patterson, followed by Henry Weiche, manager of manufacturing, chairman of the conference, who keynoted the meeting with the slogan "Progress—at a Profit." He explained that the baker must go forward. The baker must make progress, but progress is short lived without profit.

All phases of production were examined by the group of bakers and technicians present. The well rounded and tightly-packed program was highlighted by a discussion of controllable production costs and the yardsticks by which the measure of control can be gauged.

A guest speaker at the meeting was Robert W. Griggs, director of industrial relations division of Standard Brands, Inc., who spoke on "Job Training and Job Description."

The two-day meeting was closed by C. J. Patterson, who summarized the accomplishments of this meeting and viewed with confidence the prospects for the coming year.

Cereal Chemists Find Flour Treated with **HY-KURE*** Gives Excellent Baking Results



"Lab" Tests Confirm Earlier Findings of Milling Chemists

Rigid laboratory tests by cereal chemists underscore the fact that flour matured and bleached by HY-KURE provides superior baking qualities.

Many bakers are now using flour treated by HY-KURE to produce bread with a finer, more silky texture, uniform grain and a clear white crumb color.

HY-KURE is the revolutionary, new way of supplying chlorine dioxide for the maturing and bleaching of flour. An outstanding HY-KURE advantage is UNIFORMITY of flour treatment . . . bakers can secure more consistent baking results with flour processed by HY-KURE.

Why not investigate how HY-KURE treated flour can help you produce better baked products.

*TRADEMARK—Patents Pending

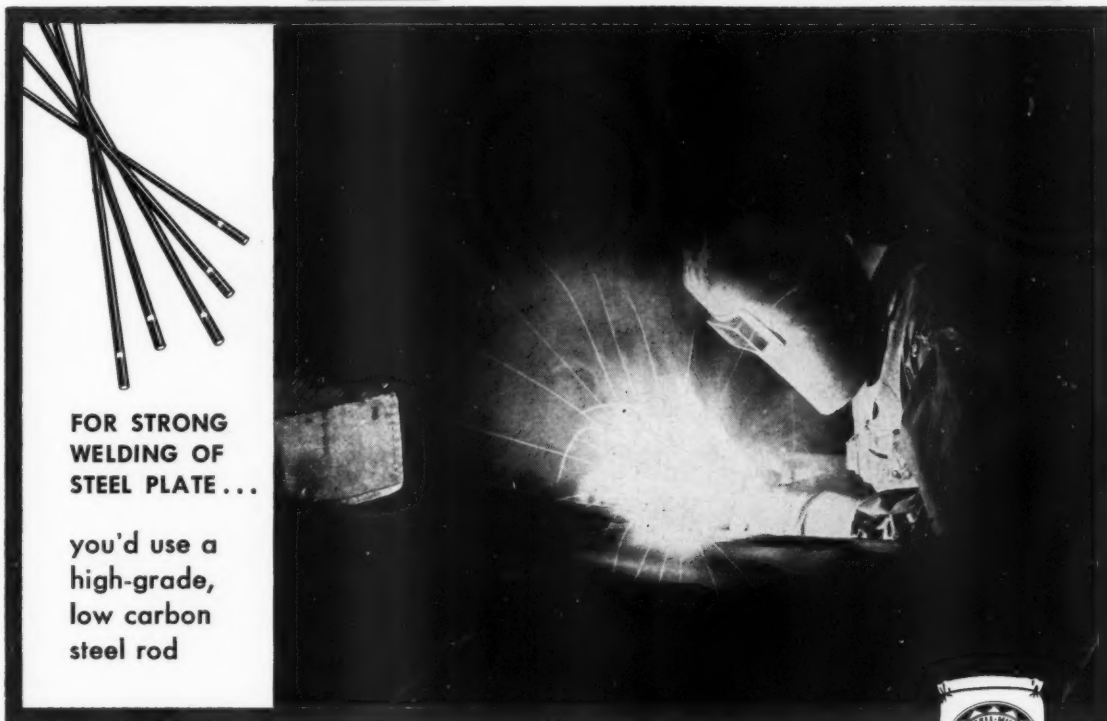
IN CANADA:
 STERWIN CHEMICALS OF CANADA, LTD.
 1019 Elliott Street W., Windsor, Ont.

Sterwin Chemicals, Inc.

Subsidiary of Sterling Drug Inc.
 1450 BROADWAY, NEW YORK 18, N. Y.

SPECIALISTS IN FLOUR MATURING, BLEACHING, ENRICHMENT

Results are better when your choice is right!

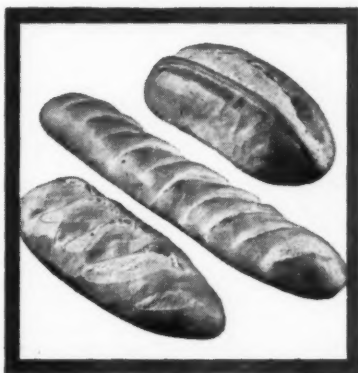


FOR STRONG WELDING OF STEEL PLATE...

you'd use a high-grade, low carbon steel rod

FOR EXTRA STRENGTH IN HEARTH BREAD DOUGHS...

Choose **PRODUCER** Flour



If you want *strength* in your formulas, you can get it with Producer flour. This high quality bakers' patent is noted for its extreme tolerance to fermentation and temperature. Producer is ideal for blending to strengthen lower protein flours. Many bakers use it as the sponge flour. It is particularly suitable

for hearth bread. Like Occident and Sweet Loaf flours, Producer is recommended where lean formulas are used.

Ask your Russell-Miller representative about Producer... and the other fine bakery flours he has to fit your individual needs. He'd like to talk with you. Just write, wire or phone.

R_x FOR ALL YOUR FLOUR NEEDS...

Occident
Producer
Sweet Loaf
American Beauty
Kyrol

Powerful
Claro
White Spray
Sunburst
Reliable

Royal Patent
Occident 100%
Whole Wheat
Beacon
Gold Heart

RUSSELL-MILLER
Bakery Flours
MINNEAPOLIS 15, MINNESOTA

Revision Approved For AIB's Booklet On "Visit to Bakery"

CHICAGO — A new version of "Bread, A Visit to a Modern Bakery" has been approved as the first project of the Consumer Service Advisory Committee of the American Institute of Baking. Preliminary plans for subject matter and format were discussed during an all-day meeting of the committee recently. The booklet will be designed for the intermediate (4th, 5th and 6th) grades in elementary schools. It will be applicable for

social studies, health education, and any unit of study where the community interest in breadmaking appears.

This publication is of special interest to bakers, since bakeries are among the organizations most frequently visited by elementary school pupils and their teachers on field trips.

The committee also discussed plans for a teachers' manual for teaching about this popular food.

Other projects discussed were means for teaching nutrition to professional groups, such as dietitians, teachers' workshops, home economics

department directors, and school lunch personnel. The committee approved flannel board displays which will be prepared for use by members of the field staff when addressing these groups. Plans are now underway for the production of these displays, which will illustrate principles of nutrition through charts, graphs, and pictures.

Three short films on nutrition, produced by the American Bakers Assn. for use on television, were viewed by the committee. They stimulated a discussion of films as an educational medium, and ways to insure maximum effectiveness in their use.

An analysis of requirements for teaching aids, adopted by the committee, lists films among the three most popular forms of industry sponsored material. Others are wall charts and booklets, artistically and dramatically prepared.

The committee will begin its work for 1955 at a meeting at the Institute early in March.

—BREAD IS THE STAFF OF LIFE—

Interstate Maps Plans For Butter Cream Firm

SACRAMENTO—Officials of Interstate Bakeries Corp. were in Sacramento recently to discuss integration into their organization of the recently acquired Butter Cream Baking Co.

John R. Dow, executive vice president of Interstate, announced that J. F. Gemsch, former owner of the Butter Cream firm, would continue as president and general manager.

Accompanying Mr. Dow were R. Dale Weber, vice president for West Coast operations, and Charles W. Schrivner, Interstate vice president and public relations director.

Mr. Dow said Sacramento was attractive to his firm because its central location is beneficial from the standpoint of distribution and because of rapid population growth.

Other factors which influenced the selection was the prestige of Butter Cream Baking Co. and the ability of its former owner, he said.

A divisional office in Los Angeles is in charge of West Coast operations which includes about 40% of Interstate's business, Mr. Dow said.

—BREAD IS THE STAFF OF LIFE—

Florida Bakers' Group Completes Organization

MIAMI, FLA. — At the October meeting of the Greater Miami Bakers Assn. the charter, constitution and by-laws submitted at the September meeting were adopted. The name of the association was also changed to Southern Florida Bakers Assn.

New officers are: president, Carl Aller, Hibiscus Baking Co., Miami; retail vice president, Lou Epstein, Josef's Bakery Shop, Miami Beach; wholesale vice president, Harry August, August Bros. Bakery, Miami; secretary, Dave Reubin, Mayflower Donut Corp., Miami, and treasurer, Fred Grimmig, Jacques Pastry Shop, Miami Beach.

A change in the annual dues schedule was also adopted.

Following the dinner and business meeting, A. W. Neal, Florida state sanitation inspector, and Pete Hanson, city sanitation inspector, gave talks on the sanitation situation. James Davis, Armour Research Baking, talked about the advantages of quality baking, and displayed some products.

—BREAD IS THE STAFF OF LIFE—

EKCO DEPARTMENTS MOVE

RIVER GROVE, ILL.—The advertising and newly established public relations departments of Ekco Products Co. have begun operations in new quarters in River Grove, Ill. Maurice B. Cossman, advertising director, announced. The move was from the company's main building at 1949 N. Cicero Ave., Chicago, to the former Dulane, Inc., building, 1900 River Road.

Lyon & Greenleaf Co., Inc.

MILLERS OF
High Grade Soft Winter Wheat Flour
Plain and Selfrising
LIGONIER, IND. NORFOLK, VA.



Exclusive BAKED GOODS

Millers pay a premium for MONTANA WHEAT because of its inherent baking characteristics

The heritage of Montana grown wheat is different!

The very soil that produces it, the high-altitude conditions under which it grows, the low-humidity air in which it ripens—makes Montana hard wheat have a record-setting high protein content. Millers compete for this grain, but

The Montana Flour Mills country elevators are located right in the heart of this area!

And the Montana Flour Mills specialize in milling this extraordinary wheat into flour that meets the exact specifications of leading bakers throughout these entire United States. Not only do they have access to this finest of wheat grown in this country, but they are experienced in producing the finest flours from this wheat, with the aid of modern laboratories.

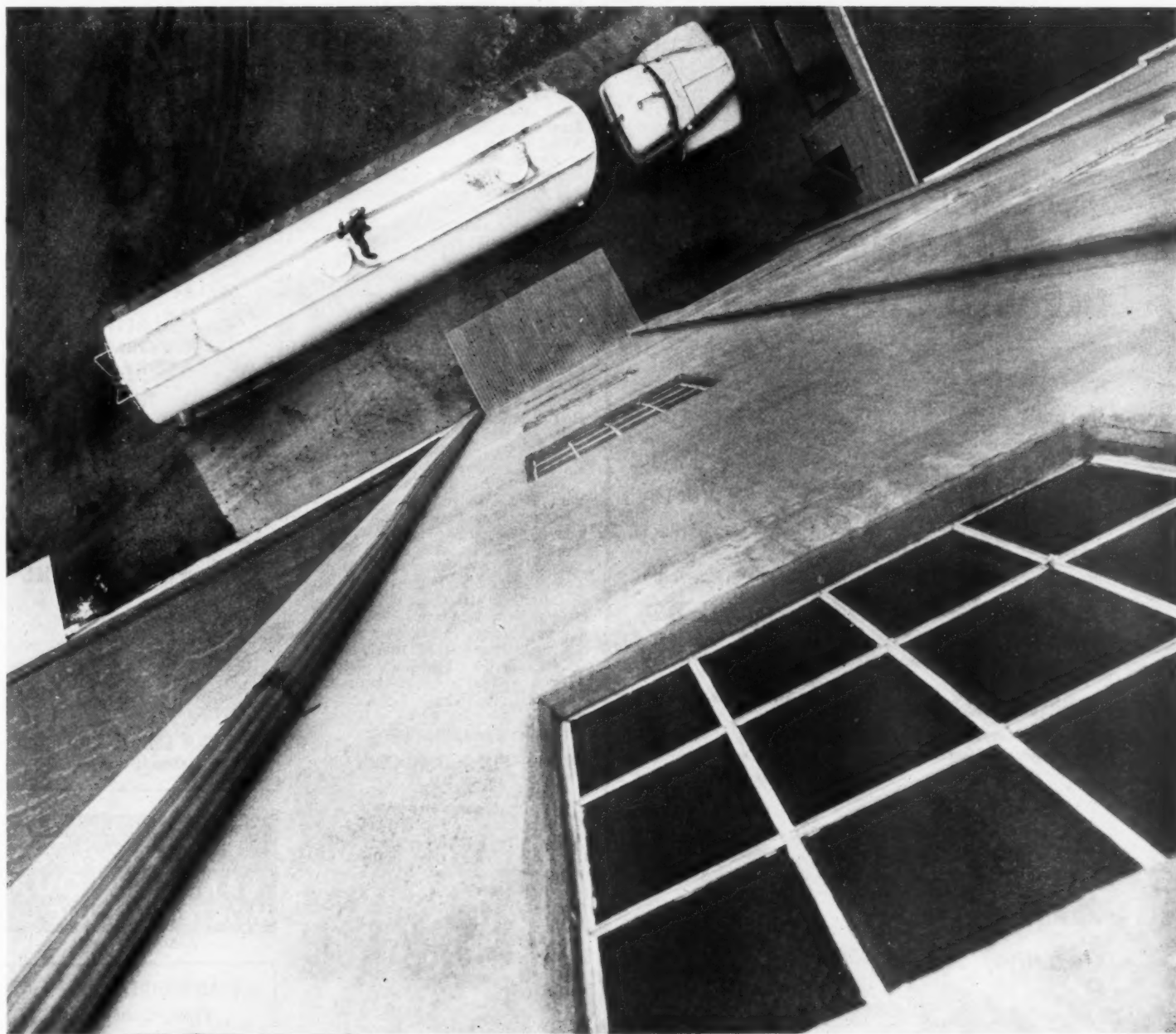
Deal with a firm that buys the best

MONTANA FLOUR MILLS COMPANY

A VERY INTERESTING STORY

on Montana wheats is available in booklet form. Mail your request to Montana Flour Mills Co.

General Offices: Great Falls, Montana



How it feels to be 1600 cwt. high!



You're looking down from the top of an Atkinson storage bin of 1600 cwt. capacity, one of several set aside solely for bulk loading.

Flour is moved from regular storage bins to loading bins at least 12 hours before it's due to flow into bulk car or truck for delivery, a mighty important fact for bulk flour buyers to remember.

This interval gives us ample time to make

a final check on flour quality. When you consider that it takes upwards of four hours to make an adequate check you can see what a vital part Atkinson's loading bins play in the proper handling of bulk flour.

IT'S BIN-CHECKED* means you can be absolutely certain that the bulk flour you order will be the flour you get.

Why not be sure—switch to Atkinson.

ATKINSON MILLING COMPANY MINNEAPOLIS, MINNESOTA

fine **CAKES**
and **PASTRIES** make
PLEASED CUSTOMERS



Macaroons

One of many
quick-selling baking items
made with



Genuine* ALMOND PASTE

HEIDE MACAROON PASTE

•
HEIDE KERNEL PASTE

•
HEIDE MARSHMALLOW CAKE FILLER

•
HEIDE FONDANT ICING



Write for free copy of
booklet "Fancy Cake Baking"

HENRY HEIDE
INCORPORATED
New York, N. Y.

*Reg. U. S. Pat. Off.

**Bakers' Forum Dates
Changed to April 26-27,
Committees Announced**

LOS ANGELES — A change in dates for the 7th annual Bakers' Forum has been announced by the Allied Trades of the Baking Industry of Southern California. The meeting will be held April 26-27 instead of April 19-20 as previously announced. According to Art Pion, Swift & Co., first vice president and general chairman for the Forum, the change was necessary in order for the organization to get needed facilities.

For the first time there will be exhibits at the Bakers' Forum. The booths will be available to members only.

Forum committee appointments were made as follows:

Session chairman, Harold Mykles, Red Star Yeast & Products Co., who will have Joe Haydon, Standard Brands, Inc., as co-chairman; Don Parsons, Par-Way Co.; Lloyd Ferry, General Mills, Inc., banquet chairman, Bruce Burns, Pillsbury Globe; registration, Robert Brainerd, Moorhead & Co., chairman and Clarence Brady, Bakers and Confectioners Supply Co., co-chairman. Gold Cup Competition, Stan Summerill, Procter & Gamble Distributing Co.; arrangements, John Morris, Glaco Products; finance, Russell Hoag, Lever Bros. Co.; exhibit space, Ed Biesz, Durkee Famous Foods, chairman and Ray Climes, Arden Farms, co-chairman.

—BREAD IS THE STAFF OF LIFE—

**Russell Dunkelberger
Heads Pittsburgh Club**

PITTSBURGH—The Greater Pittsburgh Production Mens Club, at its October dinner meeting held at McCann's Restaurant, elected officers for the coming year. Named were Russell Dunkelberger, Bergman Bakery, president; Jack E. Williamson, Duquesne Baking Co., vice president; William Giltenboth, Stover Co., secretary; George Robertson, Armour & Co., treasurer, and Clarence Langsdale, Martins Ferry, Ohio, board member.

William Ellenberger, Wilson & Co., moderator of a panel on fall bakery items and fall ideas, included as panel members Ed. Swain, Grady's Bakery; John Posset, Kribel's Bakery; Cameron Duddt, Duddt's Bakery; Angelo Caloyer, Real Pie Bakery; James McMonagle, Bergman's Bakery, and Norman Jenkins, Standard Brands, Inc.

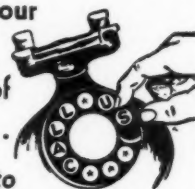
—BREAD IS THE STAFF OF LIFE—

**Crissey to Represent
Gopher Grinders, Inc.**

KANSAS CITY — Appointment of the Crissey Co., Kansas City, bakery equipment distributor, as central mid-west representative for Gopher Grinders, Inc., has been announced by H. C. Simmons, president of the Anoka, Minn., concern.

Ben Crissey, president of Crissey Co., will be responsible for Gopher Grinder sales and service in Missouri, Kansas, Nebraska and all of Iowa except the river towns. The company is located at 3637 Main St., Kansas City.

One of Your
BEST
Sources of
FLOUR...
As Near to
You as Your Telephone!



• **HOSTESS
SUPERCake**
SPECIAL CAKE FLOURS
**QUALITY
UNIFORMITY
LABORATORY CONTROL**

**THE
MENNEL MILLING CO.**
TOLEDO, OHIO
GAfield 6707 CALL COLLECT

Soft Wheat Flours

For Fine
**CAKES
PASTRIES
CRACKERS
COOKIES**

J. ALLEN SMITH & CO., Inc.
KNOXVILLE 6, TENN.

Drinkwater
BAKERY FLOUR
MORTEN MILLING CO.
Dallas, Texas

E. P. MITCHELL COMPANY
Flour—Corn Goods
GRAND 1554
1206 Waldheim Bldg. • Kansas City, Mo.

Moore - Lowry Flour Mills Co.
Kansas City, Mo.
PRECISION-MILLED FLOURS

Miner - Hillard Milling Co.
WILKES-BARRE, PA.
Manufacturers of
**CORN FLOUR - CORN MEAL
CORN SPECIALTIES**

HIGH GLUTEN FLOURS
For Bakers
The Morrison Milling Co.
Denton, Texas
Emphatically Independent

J. F. IMBS MILLING CO. ST. LOUIS,
MO.
Millers of Hard and Soft Wheat Flour
DAILY CAPACITY 4,200 CWTs. SACKS

**1879**

HUBBARD

keyword to quality for
75 Years!

In 1879, The Hubbard Milling Company was founded on the principle that any product worth making is worth making well! This has been the guiding principle behind Hubbard during its 75 years of progress and service . . . it has been the driving force that has enabled Hubbard to always be first with the finest. As the quality standard-bearer in the flour field . . . as the pioneer in the Concentrate way of feeding, The Hubbard Milling Company celebrates its 75th anniversary by re-dedicating itself to the task of always maintaining the high and exacting Hubbard standards!

**1954****HUBBARD MILLING COMPANY**

Mankato, Minn.
Marion, Indiana

WESTERN STAR KANSAS STAR GOLDEN CREST



Hitch your bakery quality to these "Star" flours. You will never be disappointed . . . nor will your customers.

If interested in Associated Mills Econo-flo bulk storage and handling equipment for your bakery, we would like to suggest that you discuss Econo-flo with your local Western Star Mill representative or write direct to the Western Star Mill Co.

The **WESTERN STAR MILL CO.**
SALINA, KANSAS

Country-Milled from Country-Run Wheat located in the heart of America's foremost wheat producing section.

INDEPENDENT OWNER MANAGED

The
WALL-ROGALSKY MILLING CO.
MEPHERSON, KANSAS

SPRING WHEAT FLOURS

RED WING SPECIAL BIXOTA

CREAM of WEST

PRODUCE BREADS WITH TASTE APPEAL

THE RED WING MILLING CO.
RED WING, MINNESOTA

*Wheat Washed with Our Own Artesian Well Water.
Flour Tested and Baked in Our Own Laboratory.*

GRIST GRINS



The springs in the new cars are of such high quality that you can scarcely feel the bump when you run over a pedestrian.

A millionaire was showing a friend around his new "push-button" home. "Now I'll show you the best of the lot," said the millionaire. "After a night out, I sometimes feel I would like to step into a nice hot bath right here without the trouble of going into the bathroom. I just press this button here—"

He pressed the button and in rolled a bathtub, full of nice hot water—and his wife!

A recruit at the Great Lakes naval training center received this "Dear John" letter from his sweetheart:

"Hello, Honey:
"I am engaged so don't write any more. I am sending your ring back. If you don't need it, send it back to me. My boy friend can't afford one as of now. 'Bye, Nancy."

A gentleman is a wolf with the lights on.

A newlywed groom came home one evening with a package of sausage and suggested that the bride prepare them for breakfast. "How do you cook them?" his bride inquired timidly.

"Fry 'em just like fish," instructed the husband patiently.

Next morning the bride sat at the breakfast table and apologized. "I hope you enjoy the sausages, dear, but there wasn't much left of them after I cleaned the insides out."

Better nature: One thing our alarm clock never arouses.

Michigan Soft Wheat Flours
Plain or Self Rising
VOIGT MILLING CO.
GRAND RAPIDS, MICHIGAN

BAKERY FLOURS
UNIFORM, DEPENDABLE, MILLED TO FIT UP-TO-DATE SHOP SCHEDULES

BRANDS
VICTOR - EIDERDOWN - CHAMPION
FLUFFYDOWN - DOWNLIGHT
CRETE MILLS - CRETE, NEBRASKA
FINE FLOURS - CORN PRODUCTS

Strong, Bakers' Patents

**SPRING PILOT
KANSOTA
KANSAS PILOT**

ROANOKE CITY MILLS, INC.

"Finest in the South"

ROANOKE VIRGINIA

QUALITY FLOURS
St. Cloud Milling Co.
Sales Offices:
580 Grain Exch. Bldg., Minneapolis, Minn.
Mills at
St. Cloud, Minnesota

You can make better bread with
SUNNY KANSAS Flour
The WICHITA
Flour Mills Co.
WICHITA, KANSAS

for ALL your flour..

SPRING.. HARD WINTER.. SOFT WHEAT

THE BEARDSTOWN MILLS COMPANY
BEARDSTOWN, ILLINOIS

The Williams Bros. Co.
Merchant Millers KENT, OHIO, U. S. A.
Specialists Ohio Winter Wheat Flour
All our wheat is grown on "Western Reserve" and bought from the growers at elevators we own and operate.

FISHER'S
THE largest and most modern flour mill and elevators on the Pacific Coast with storage capacity at our mills of 2,500,000 bushels, together with more than one hundred elevators and warehouses in the choicest milling wheat sections of Montana, Idaho and Washington, insure the uniformity of all Fisher's Flours.

FISHER FLOURING MILLS CO., SEATTLE, U.S.A.
Domestic and Export Millers
CLIFF H. MORRIS & CO. EASTERN REPRESENTATIVE, 25 Beaver Street, NEW YORK CITY



Harry W. Green

PROMOTED—Joel S. Mitchell, president, Standard Brands, Inc., has announced that Harry W. Green was elected assistant vice president of Standard Brands, Inc., at a recent meeting of the company's board of directors. He will assist J. Paul Bryant, vice president in charge of the Fleischmann Division. Mr. Green joined the Detroit office of the original Fleischmann company in 1926, as an apprentice sales representative, and by 1943 had become manager of the Detroit district. In 1946 he was called to the New York office and in 1950 he was appointed assistant sales manager for the Fleischmann division, the position he held at the time of his election as assistant vice president.

BAKING PANEL

(Continued from page 11)

Nebraska with average test weight 60.2 lb. The central portion of the state indicated 10.4-16.0% protein and 59.6 lb., while the eastern section yielded a 58.5 lb. average and 9.0-12.60% protein. The eastern third produced a good milling wheat, he said, and ash is a point higher. Mixing peaks range 3-6 minutes with the average 4 minutes. Absorption is up 1% and baking characteristics are somewhat improved over a year ago.

A spotty situation exists in the central third of the state, he declared. A broad mixing range of 5-13 minutes is reported but the average is lower than a year ago. Loaf volume has been good, but the attribute decreases on samples as they are taken from points further west. In south central and southwestern Nebraska the ash is 2 points higher, Mr. Becker reported, and mixing varies 3-9 minutes. Absorption is up 1-2% and loaf volume is not quite up to 1953 but when properly blended with shorter mixing wheats the results are good.

Heat damage was rather serious in the Panhandle section of western Nebraska. There are some strong wheats out of this area, but output of particularly the Cheyenne variety was cut by dry weather and high temperatures.

Covering some of the flour characteristics this year in Nebraska Mr. Becker said that diastatic activity runs the same as last year and there is higher gassing power. Bleaching requirements are about the same and absorption is up about 1% on the average. Mixing time is normal to

down around 10% and good mixing tolerance continues this year. The yeast and yeast food requirements hold steady and an improvement in dough handling characteristics is noted.

New Variety Lauded

In a discussion on the new variety picture in the Southwest Mr. Longshore noted that Kansas was located in the center of a movement of stronger gluten types from the North and mellow wheats up from the South. The state is placing considerable confidence in the new variety, Ponca, he said, and gluten characteristics of the variety are good and it responds well to mixing and fermentation.

With export wheat demand dropping considerably and wheat growers looking more to requirements of domestic users, Mr. Longshore notes an improvement in variety interest. It has been difficult to buck the laxity of the government support program wherein the emphasis has been on "yield per acre," he said, but "now I feel that more and more wheat producers are looking to bakery requirements when it comes to seed selection." Terminal wheat markets have been helpful, he said, in obtaining the desirable varieties for the mills and this change in emphasis from export to domestic is beginning to have some effect on the variety picture.

The first speaker for the bakers was Mr. McDonald, who observed that there should be no drastic change in bakery performance this year. Absorption and mixing time is about the same and it has been observed that mixing was reduced some on 50-50% old and new crop flours, but now that the ingredient is 100% new mixing is back to normal. The floor time standard is around 40 minutes and the mixing curve is bolder, stronger and has more stability.

In closing Mr. McDonald emphasized that "perfect harmony on time, temperature, absorption, mixing and floor time will regularly give you smooth bakeshop performance."

A spark to the discussion on winter wheat flours was provided by Mr. Campion, who asserted that several years ago his firm used winter wheat flours exclusively. Since that time they have switched 100% to spring wheat flours in their search for uniformity. He named two points in favor of spring wheat, (1) boldness, and (2) flavor.

Now he notes some problems in keeping up production schedules mainly due to the long mixing time required by spring varieties. "We are searching for a good average, he said, or uniformity in a flour which does not require a too extensive mixing time." Ninety percent of the problem centers around the mixing factor, he admitted, "as we believe the superintendent should not have to spend the entire mixing time with his head in the mixer observing the action of the dough."

Winter Wheat Observations

In addition to his major points on better machinability and absorption, Mr. Pettit made these following observations on winter wheat flours: (1) Bakers are having less trouble getting the performance they want this year, (2) Fermentation appears to be normal, (3) Temperatures can be normal, (4) Yeast requirements are up to about 2.5%, (5) Yeast foods are up slightly from last year, (6) Absorption indicates better yield and better keeping quality, and (7) There is a welcome 5 minute decrease in the proof box time.

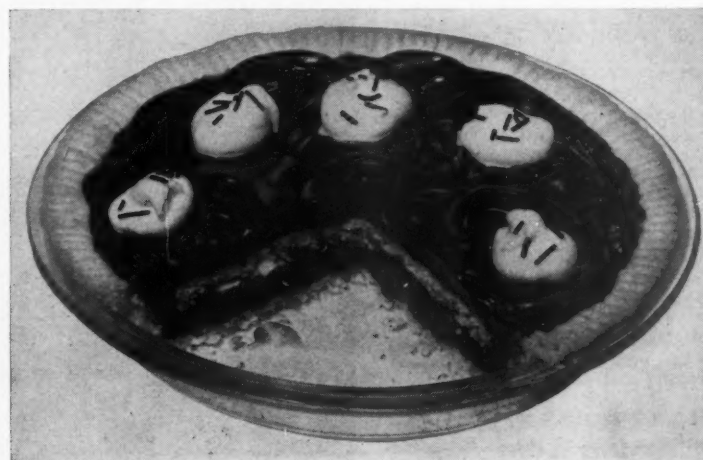
To complete the meeting the panel answered questions from the floor.



SOME CARRIER—The attack carrier Boxer spent her ninth birthday, like she has on five previous occasions, in the western Pacific. Nevertheless, the ship's bakers, shown in the background, made sure the event was appropriately observed. Here Capt. E. B. Moore, USM, commanding officer of the ship, cuts the first slice of the ship's replica, a 1,462 lb. cake, which consisted of 925 lb. cake and 537 lb. icing. It was 100 in. long and took three days to complete. Each sailor's serving was half a pound of cake.



BISCUIT, CRACKER MEETING—Members of the board of directors of the Biscuit and Cracker Manufacturers Association of America met at the Waldorf-Astoria Hotel, New York, recently to discuss association affairs. Seated (left to right) are: George W. Burry, Burry Biscuit Corp., Elizabeth, N.J.; Hanford Main, Sunshine Biscuits, Inc., Long Island City, New York; B & C president, J. S. Vander Helde, Holland-American Wafer Co., Grand Rapids, Mich.; Walter H. Dietz, B & C secretary-treasurer; George H. Coppers, National Biscuit Co., New York, N.Y.; and K. F. MacLellan, United Biscuit Co., Melrose Park, Ill. Standing (left to right): J. R. Quigg, Richmond Baking Co., Richmond, Ind.; W. Tilghman Scott, Maryland Biscuit Co., Baltimore, Md.; F. J. Delaney, Jr., Midwest Biscuit Co., Burlington, Iowa; Carl H. Wortz, Jr., Wortz Biscuit Co., Fort Smith, Ark.; and Paul Schulze, Jr., Schulze & Burch Biscuit Co., Chicago, Ill.



NEW PIE TYPE—General Mills, Inc., has developed a new "Hidden Crust" pie, to be featured to consumers via radio, TV, and full-color back cover advertisements in national magazines during July and August. Ralph S. Herman, director of GMI bakery sales service, says the pie is commercially practical with a total ingredient cost of .278¢ for an 8-in. pie. A promotion kit including window streamers specially designed for bakers, merchandising bulletins, formulas and make-up procedures is being made available to the baking industry by the firm.

In the . . . Industry Spotlight . . . by Bill Lingren

No Room for Negative Promotion

The time is long overdue for the baking industry to assert itself, to build through every communication device the knowledge of the facts about its products. These are the words of warning of Lewis G. Graeves, chairman of the American Bakers Assn., during the recent ABA convention in Chicago. Mr. Graeves



Bill Lingren

warned that "unless we do it now, the future will record a retreat from our present level of consumer demand."

"Our educational work must not be disturbed by negatives created by ourselves," Mr. Graeves warned. "I have spoken several times on negative promotion work which infers or directly derides other products in our industry."

There is no room in the industry's planning for such actions in the future, Mr. Graeves warned. The industry cannot run the risk of feeding the fires of misconception by false statements relating to high calories or low calorie products which create doubt in the minds of the consumers as to the caloric values of other such products.

"It seems rather ridiculous, when you think about it," Mr. Graeves said, "that any baker would consider spending a few hundred dollars which in any area can undo the results of thousands of dollars spent by the Bakers of America Program in its campaign."

Any product made by a baker has merits which can be promoted on a positive plane, Mr. Graeves pointed out. Any member of the baking industry today can build his markets by constructive planning, by sound business methods, without causing any other member of the industry to suffer loss in volume, he said.

"The market is there," Mr. Graeves said. "It remains only to advise better ways to build the market from within."

These words, often spoken on convention platforms before, sum up the real challenge that the baking industry has before it in regard to its advertising and promotional efforts.

Showmanship In Bread Ads

The baking industry lacks the principles of merchandising and showmanship in its advertising and packaging, according to a speaker at the recent convention of the New Jersey Bakers Board of Trade. Ruth Brooker, special services director of Hess Bros., Allentown, Pa., in making

the statement excluded such bakers as Levy, Pepperidge and Ezra Groman, a branch of a bakery at Hess.

"Each bread wrapper contains the Lone Ranger, Buck Rogers, a circus clown or some comic strip character at the end of its seals," she said, "and in general the wrapper itself features a little boy or girl as the central design."

"I have never come across a product which displayed such uniformity on what constituted the success formula. The only real difference a visitor at a supermarket will find will be the names themselves. What one has they all have, what one has not they all have not."

Miss Brooker contended that it is time that the baking industry stopped copying one another and looked at the criticism at some of its customers and competitors.

These are bitter words for the wholesale baking industry to swallow, but perhaps in them there is a grain of truth that can be adapted into the development of an advertising program with better "showmanship."

Publicity in The Food Field

The power of publicity in the terms of the measurements of Marilyn Monroe and the fashion decrees of Dior are well known, but since the packaged cake has no sex life of its own, bakers often wonder how it can compete for newspaper, radio and TV space with bosoms and hemlines. Gladys Blair, publicity consultant for

Young and Rubicam, Inc., Chicago advertising agency, explained how in her talk at the recent ABA convention.

Whether it's the Kinsey report or a jelly roll, the technique of publicity is the same. You choose something to tell about the subject, and then you tell it, Miss Blair pointed out.

"The sound reason for adding telling to selling is that you add value to the product by making it more useful to the purchaser," she said. "And the more a product serves a family, the better they like it, and the more they buy."

Miss Blair reported that she had great faith in the future of packaged cake.

"I know that the day is coming when you will have 90% or more of the home cake market as you have with bread," Miss Blair commented. "But, you'd better get busy. Women have moved from baking cakes toward cake mixes, and the next step—the Queen of the business is packaged cake."

She urged the wholesale cake bakers to improve their present products, and to diversify their line.

"If there is any complaint about package cake it is that there is too much sameness," she said.

—BREAD IS THE STAFF OF LIFE—

NEW ATLANTA BAKERY

ATLANTA—Cakemasters, Inc., is planning to build a \$61,000 bakery at 3225 Peachtree Road N.E., Atlanta. The bakery will have 3,000 sq. ft. of floor space and is scheduled to be completed by Jan. 1.

Production Men Stress Plant Sanitation

NEW YORK—Sanitation was the main topic discussed at the monthly meeting of the Metropolitan Bakery Production Club, Inc., held Oct. 4 at the Hotel George Washington here.

Panel members who spoke on practical application of sanitation were Erich Mattukat, Krug Baking Co.; Fred Renschler, H. C. Bohack Co.; Gus Hardart, Horn & Hardart Co.; and Casimir Brykczynski, George Stuhmer Co.

The speakers presented detailed reports on their company sanitation programs which included services of an outside inspector or consultant and weekly visits by an exterminator.

Mr. Hardart said the cost of sanitation in his organization ran from 4% to 5%, and the program was controlled by the assistant to the plant manager. He pointed out that Horn & Hardart's operation was different from regular bakery operation in that they baked not only for retail stores, but also for restaurants and their commissary.

The Krug Baking Co. sanitation program was outlined by Mr. Mattukat, who stated that full cooperation was given to state, federal and city health inspectors. He said they go so far as to treat the salesmen's truck every four weeks.

The importance of sanitation in bakery operation was discussed by Mr. Renschler, and he mentioned how his company stressed purchasing ingredients from reliable sources.

Mr. Brykczynski sketched the history of sanitation and showed the relationship of great periods of culture with high standards of cleanliness. He stressed the importance of raw material handling and noted the assistance rendered by manufacturers of equipment used in his company's plants which lends itself toward better sanitary conditions.

The next meeting of the group will be held Nov. 1 at the Hotel George Washington. Julius Goodman, Packard Bamberger Co.; Bernie Waldman, Messing Bakeries; and Jerry Exter of Standard Brands, Inc., will present a panel discussion on "Aluminum Foil and Silicone Baking Utensils."

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Elect New Officers

NEW YORK—New officers of The Metropolitan Bakery Production Club are Jack Neaves, Harrison (N.J.) Bakery, president; D. R. Rice, Continental Baking Co., New York, first vice president; Frank McClymer, Standard Brands Inc., New York, second vice president and program chairman; W. H. Welker, Swift & Co., Newark, N.J., secretary; Henry Voll, Bakers Weekly, New York, treasurer; and Fred Braun, Jones Pies, Inc., Hillside, N.J., and Glenn Strachan, Ward Baking Co., New York, as additional members of the executive committee.

—BREAD IS THE STAFF OF LIFE—

TOLEDO BAKERY CLOSES

TOLEDO, OHIO—The Lutz Bakery Co., 201 Sylvania Ave., Toledo, has ceased operations after 33 years of business. The three brothers who founded the business, Jacob E. Lutz, president, John W. Lutz, vice president, and Harry M. Lutz, treasurer, said a drop in industrial employment in Toledo was a major factor in the decision to close the bakery. The bakery was chiefly a supplier to industrial cafeterias.



OREGON OFFICERS—Admiring the display of coffee cakes and sweet goods at the recent meeting in Portland of the Oregon Chapter, American Society of Bakery Engineers, are these newly-elected officers, from the left: George Alberdt, Standard Brands, Inc., Portland, second vice president; Bert Sjoding, Cherry City Baking Co., Salem, first vice president, and Fred Kappel, Kappel's Old Holland Bakery, Portland, president. Roger Williams, Cherry City Baking Co., secretary-treasurer of the group for many years, was out of town during the meeting.

Chicago Production Club Hears Shortening Report

CHICAGO — A round-up report on shortening, past and present, was presented to members and guests of the Chicago Bakery Production Club at the monthly dinner meeting of the organization at the Midland Hotel here the evening of Oct. 12. Around 90 persons attended.

The story of shortening was given by W. F. Schroeder, director of bakery research and customer service of the Humko Co., Memphis, Tenn. Shortening, Mr. Schroeder said, is an edible fat which is used to shorten or tenderize foods. The term is applied to an edible fat which is plastic and workable at room temperatures. Lard and butter are shortening agents, but in general usage the word shortening designates a fat that has undergone special processing to provide light color, smooth texture and bland flavor.

Shortenings tenderize foods, particularly baked goods, by interposing films or clumps of fat throughout the food in such manner that the protein and carbohydrate components do not cook to a continuous hardened mass. In cakes and icings, plastic shortening makes possible the incorporation of tiny air bubbles that greatly assist in attainment of a fine delicate structure, while liquid oils do not possess this ability, the speaker said.

Mr. Schroeder then described the various types of shortenings and outlined their manufacture and various uses. Shortenings are made from cottonseed, peanuts, soybeans, coconuts, lard, and other animal fats. Also, sesame oil, sunflowerseed oil and palm oil are suitable for shortening manufacture, but are not always available on the domestic market.

AT DUNWOODY BAKING SCHOOL

MINNEAPOLIS—On Oct. 13, Paul R. Stewart, sales manager, C. Schmidt Co., Cincinnati, Ohio, gave a talk on the freezing of packaged foods to the staff and students of the Dunwoody Baking School, Dunwoody Industrial Institute.

Ray Digman Named To Roman Meal Co. Post

CHICAGO — Ray Digman has joined the sales service staff of the bakery division of the Roman Meal Co., according to Fred V. Robinson, sales manager. Mr. Digman will assist company franchise holders in the central states with planning and execution of promotional programs for Roman Meal bread.

Prior to joining the company, Mr. Digman spent 11 years with an allied bakery firm, five as a divisional sales manager. His experience includes seven years in the bakery field as a salesman, sales manager and manager, in addition to two years of retail merchandising experience in the Chicago area.

—BREAD IS THE STAFF OF LIFE—

Williams Baking Co.

Discontinues Cake Trade

SCRANTON, PA. — The Williams Baking Co., Inc., closed its cake plant here Nov. 1, it was announced by Wayne P. Williams, personnel manager. About 90 production workers are affected.

Williams' cake division had a six state distribution area and it baked cakes for about a dozen other concerns in Pennsylvania, New York and New Jersey. The bread division is not affected.

—BREAD IS THE STAFF OF LIFE—

Gerhard-Quality Bakery Completes Modernization

FOND DU LAC, WIS.—An "assembly-line" method of production has been instituted by the Gerhard-Quality Baking Co., Inc., 21 North Macy St., Fond du Lac, Wis., under an extensive modernization and expansion program recently completed by the wholesale bakery. This is the third major expansion in 12 years.

A new shipping room makes possible production under one roof. Now the 16-truck fleet is loaded in an annex constructed between the ga-



NORTHWESTERN CLUB OFFICERS—Northwestern Bakery Production Club officers for 1954-55 gathered for this picture during the club's first meeting of the season. Seated, from the left: W. A. Richards, Brolite Co., program chairman; Donald W. Bremer, Milk House Bakery, Minneapolis, vice president; J. B. Jassoy, Regan Bros. Co., Minneapolis, president, and H. L. Kevern, Swift & Co., secretary-treasurer. Standing, from the left: Ray Wuollet, Wuollet's Bakery, Minneapolis; H. W. Wortman, Zinsmaster Baking Co., Minneapolis, and Dighton Watson, Anheuser-Busch, Inc., St. Paul, executive committee members.

rage and plant proper. Trucks are now driven into the garage, fueled, loaded and then routed.

The section formerly designated a loading zone has been remodeled into a room for storage and for additional bread wrapping and bun slicing machinery. The principal bread wrapping division is in a large room off the main entrance where cakes, cookies and pastries are also prepared for delivery. The wrapping rooms are adjacent to each other.

The bakery is headed by William E. Cochran. Mrs. Cochran is vice president and Richard P. Metz, secretary-treasurer. Henry Bradell is production superintendent.

—BREAD IS THE STAFF OF LIFE—

Frank Markle Gets New Sutherland Assignment

KALAMAZOO, MICH.—The Sutherland Paper Company has appointed Frank Markle to its field sales force.

Mr. Markle joined Sutherland in 1942 after nine years' experience in the corrugated paper field. During his time with Sutherland he has served in the folding carton division, as assistant manager sales service, and more recently in sales promotion and product development. His new territory will include almost all of southern Minnesota as well as the northeastern section. From his headquarters in Minneapolis Mr. Markle will service direct line accounts.

—BREAD IS THE STAFF OF LIFE—

Baking Industry Backs Food Container Drive

NEW YORK—The baking industry will lend support to the first national promotion ever devoted to decorated metal containers for fruit cake, cookies, candy and similar quality products, according to Harold H. Jaeger, marketing director of the Can Manufacturers Institute.

The institute is serving as coordinator of the promotion, which is timed to tap peak holiday business.

The American Institute of Baking is co-sponsor of the campaign. Other sponsors are the United States Steel Corp., the National Confectioners Assn., the National Restaurant Assn. and Look Magazine.

148 Attend Northwestern Production Club Meeting

MINNEAPOLIS—A record-breaking group of 148 persons turned out for the season's first meeting of the Northwestern Production Mens Club at the Hasty Tasty Cafe, Minneapolis, and to hear a discussion on freezing of bakery products.

Paul Stewart, sales manager, C. Schmidt Co., Cincinnati, moderated a panel session on freezing, being assisted by the following panel members: Herman Nestor, Eggekvist Bakeries, Minneapolis; John Schuster, Emrich Baking Co., Minneapolis, and William Fish, Home Bakery, Rochester, Minn.

Mr. Stewart cited the three main advantages of freezers as reducing sales, cutting operating costs and improving working hours for employees. He urged bakers to do more self service selling and pointed out how freezers can facilitate such a plan. All three panel members claimed that the use of freezers has enabled them to provide more adequately for peak sales days by increasing production on slower days, improve working hours and in many cases reduce overtime, cut sales and increase the varieties of baked goods.

J. B. Jassoy, Regan Bros. Baking Co., Minneapolis, president of the club, announced that George Ruud, S. Gumpert Co., Inc., will head the membership committee, and that Dighton Watson, Anheuser-Busch, Inc., will replace Floyd Spurlock, Standard Brands, Inc., on the executive committee. The latter is now located in Chicago.

W. A. Richards, Brolite Co., program chairman, announced that the next meeting will be Nov. 9 with new crop flour to be the topic.

—BREAD IS THE STAFF OF LIFE—

OMAR'S COLUMBUS PLANT NO. 1

COLUMBUS, OHIO—Howard Gasaway, district manager of Omar, Inc., recently presented Carl Slenk, production manager of the Columbus, Ohio, bakery of the firm with the president's plaque. Mr. Slenk accepted it in behalf of the 250 production workers. The citation, awarded to one of five Omar bakeries, is given for outstanding achievement and advancement in bakery sanitation.

Statement of the ownership, management, circulation, etc., required by the Act of Congress of Aug. 24, 1912, as amended by the Acts of March 3, 1933, and July 2, 1946, of The American Baker, published monthly at Minneapolis, Minnesota, for Oct. 1, 1954, State of Minnesota, County of Hennepin, as. Before me, a notary public in and for the State and County aforesaid, personally appeared Thomas A. Griffin, who, having been duly sworn according to law, deposes and says that he is the Business Manager of The American Baker and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily, weekly, semi-weekly or tri-weekly newspaper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of Aug. 24, 1912, as amended by the Acts of March 3, 1933, and July 2, 1946 (section 537, Postal Laws and Regulations), printed on the reverse of this form to wit: 1. That the names and addresses of the publisher, editor, managing editor, and business manager are: Publisher, The Miller Publishing Co., Minneapolis, Minn. Editor, Frank W. Cooley, Jr., Minneapolis, Minn., and Managing Editor, Milton B. Kihlstrum, Minneapolis, Minn. Business Manager, Thomas A. Griffin, Minneapolis, Minn. 2. That the owner is (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1% or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a firm, company, or other unincorporated concern, its name and address, as well as those of each individual member, must be given.) The Miller Publishing Company, principal stockholders of which are: Anita J. Beatty, Winter Park, Fla.; Frank W. Cooley, Jr., Minneapolis; Paul L. Dittmore, New York, N. Y.; Henry S. French, Chicago, Ill.; Thomas A. Griffin, Minneapolis; E. J. Hartwick, Minneapolis; Anita S. Kasson, Kansas City, Mo.; Milton B. Kihlstrum,

Minneapolis; W. E. Lingren, Minneapolis; W. G. Martin, Jr., New York City; C. K. Michener, Minneapolis; Martin E. Newell, Kansas City, Mo.; W. C. Nichols, Minneapolis; V. T. O'Dea, St. Paul; H. J. Patridge, Minneapolis; James G. Patridge, Minneapolis; Eleanor L. Pillsbury, Minneapolis; Dorothy B. Pratt, Winter Park, Fla.; Don E. Rogers, Chicago, Ill.; Florence Werner, Chicago, Ill.; Mrs. Rebekah S. West, St. Louis, Mo.; H. E. Yantis, Minneapolis, Minn. 3. That the known bondholders, mortgagees, and other security holders owning or holding 1% or more of total amount of bonds, mortgages, or other securities are (If there are none, so state.): None. 4. That the two paragraphs next above, giving the names of the owners, stockholders and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds or other securities than as so stated by him. 5. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the twelve months preceding the date shown above is— (This information is required from daily, weekly, semi-weekly and tri-weekly newspapers only.) Thomas A. Griffin, Business Manager. Sworn to and subscribed before me this 20th day of September, 1954. H. E. Anderson, Notary Public, Hennepin County, Minnesota. (My commission expires July 22, 1961.) (Seal.)



Crusts & Crumbs

FROM THE EDITORIAL SLICER

By Carroll K. Michener

SEAWEED FLOUR—And now we shall have seaweed flour, another substitute for wheat flour. Processed dulse will be marketed in Canada under the name of Seadyne, which is a flour-like substance capable, its promoters say, of being made into biscuits, cocktail cookies, cakes and even bread; and, naturally, also into tablets and pill-like capsules. The product is described as "a health-giving diet supplement with an unusual tangy taste."

Land is being acquired in the Maritime provinces for the building of a seaweed milling plant, and another is projected for the Pacific Coast. Machinery has been specially designed for the reduction process and the dulse product is said to have been fully licensed under the Canada Pure Foods Act.

Canadian seaweed research has been carried on by the coastal regional laboratories of the National Research Council, the Nova Scotia Research Foundation and the N. S. Agricultural College. The U. S. Biochemical Foundation is reported to be doing much of the exploration in applying seaweeds to the pharmaceutical industry.

Dulse promoters claim enormous content of iodine and other minerals, including iron, calcium, copper, zinc, cobalt, nickel, molybdenum, manganese, strontium, titanium and vanadium. Protein and lipid content is declared to be greater than that of whole wheat flour, and calcium and phosphorus almost as much.

An artful statement of the promoters is that seaweeds are known to have a direct bearing on fertility—a discovery dating to ancient times. Primitive tribes in the South American Andes, in fact, are said to keep even today's marriageable girls on a seaweed diet.

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Columbus was probably the first white man to observe Indian corn, but the original of the journal of his first voyage is lost, and we don't know for sure what he said about it. At any rate, he wasn't much impressed. A member of the party on his second voyage, Guglielmo Coma, was probably responsible for the first printed mention of it, but again we can't be sure.

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The bread industry has nothing to fear from education of the people in THE RIGHT USE OF FOOD; its enemy is the self-appointed nutritional "expert" with his barrage of phoney propaganda and half-truths. Appreciating this, bread manufacturers have always looked on the scientists as their truest friends in the long run. . . . The calorie-reduction slimming diets provide the answer to the bread-is-fattening phobia, and have been seized upon by American bakers' organizations to explode popular fallacies about the food value of bread and to exploit the propaganda possibilities of its scientifically approved place in the diet. As an American

contemporary observed, the broad back of our daily loaf has been a favourite roosting place for altogether too many food crackpots, and it now has the chance of getting a free ride on the slimming diet waggon which formerly has been ridden solely by the anti-bread cranks.—*Australasian Baker and Millers' Journal*.

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HOW THEY BEGAN—Survey of 1,000 successful men—not just money-makers but ones who have made the world better by their work—showed that 300 started life as farmers' sons; 200 sold or carried newspapers; 200 started as messenger boys; 100 as printers' apprentices; 100 started working in factories; 50 began at the bottom in railroad work. Only 50 out of the 1,000 had well-to-do parents to give them a start.

● ● ●
Sharp practices were in evidence among English bakers of the first Queen Elizabeth's time (1558-1603). One of the neatest tricks concerned housewives' dough which would be taken to the baker to be weighed, moulded, and baked. One ingenious character had a board with a hole drilled through the centre and underneath sat a small boy. The housewives' dough was pressed over the hole and the knob of dough that pushed its way through was promptly twisted off by the boy underneath. In this way the unscrupulous baker accumulated a considerable amount

of dough which rightly belonged to the housewife, baking it off later and selling the bread. This heinous offense entailed the risk of being drawn around the town on a hurdle and thus the baker was open to the jeers of the townsfolk. ● ● ● For short weight bread the baker also stood in great danger of being arrested by the city aldermen and being humiliated in public. Also there was the strange situation whereby the wardens of the white bakers had the power of search of the premises of the brown bakers, and this would be carried out every quarter. This right of search was instituted so that the brown baker who was found to be carrying white flour could be dealt with. Naturally this onerous job was not relished by the wardens as they complained that they stood in grave danger of being assaulted.

● ● ●
Maize, or Indian corn, commonly called corn or field corn in this country, is believed by most historians to have been originally a native of America. Traces of this grain have been unearthed in the ancient tombs of Peru. It was cultivated in primitive fashion in many parts of North, Central and South America long before the white men reached these shores. From the Western Hemisphere corn has migrated to other lands, and in some of its new homes it has become the dominant cereal grain in human dietaries. It was the chief cereal of the Pilgrim families.



Harold Mykles

JOINS RED STAR—Harold G. Mykles has joined the Red Star Yeast & Products Co., Milwaukee, as bakery service technician in the western division, James A. Kirkman, Jr., vice president in charge of sales and advertising, has announced. Mr. Mykles will be operating throughout the West Coast territory with headquarters in the company's western division offices in Los Angeles. Before joining Red Star, Mr. Mykles was for 24 years the production superintendent of the Barbara Ann Baking Co. in Los Angeles. He has also covered the West Coast territory of the Food Industries Co., Dallas, on sales and service. He is a member and a former president of the Southern California chapter of the American Society of Bakery Engineers.

Oakite Products Opens Enlarged Laboratories

NEW YORK — Oakite Products, Inc., has officially opened its new and expanded laboratories at 350 Hudson Street, New York City. A look into the future of industrial cleaning materials and methods was the feature of the official opening.

John A. Carter, president, and J. J. Basch, manager of research and product development, were on hand to welcome the visitors. Mr. Carter, in a brief opening talk, stated that, "Our 45 year history has been a constant research and service program, and these new facilities will enable us to make even greater strides in furnishing modern industry with the products it demands."

Guests and officials of the company took part in the opening ceremony and then toured the laboratories, which cover 30,000 sq. ft. on a single floor.

—BREAD IS THE STAFF OF LIFE—

R. E. Funsten Co. Notes Sixtieth Anniversary

ST. LOUIS—From its humble beginning 60 years ago, when an order for five barrels of shelled pecans was received, to becoming one of the nation's largest processors of pecans and eastern black walnuts, is the record of the R. E. Funsten Co., 1515 Delmar Blvd., St. Louis.

The company introduced shelled pecans treated to retard moldy growth and eliminate insect infestation in the late 1920's. This method was improved with a new process developed by the Funsten research laboratory in 1952.



HENRY & HENRY DEMONSTRATION—These three men played prominent roles in the baking demonstration at the Henry & Henry, Inc., plant in Buffalo, N.Y. From the left, they are Harry B. Van Trees, Durkee Famous Foods, Al Prise, Federal Bakers Supply, Inc., and Gerald B. Henry, Henry & Henry, Inc. Three hundred bakers from western New York, northeastern Pennsylvania and Canada attended. Hosts were Roy Alloway, Durkee representative in the Buffalo area, Mr. Prise, and Mr. Henry. Also speaking were Francis H. Tolan, director of the customer service laboratory, and William S. Wright, sales manager, of Henry.

WHOLESALE BREAD

(Continued from page 15)

Sales, salaries and commissions increased faster under the six-day swing, he said, and advertising expense was up 10% in a five-day drop-out system, while there was no change under the six-day swing system.

In summary, Mr. Slater reported that the cost impact of the five-day drop-out system amounted to a 3.3% increase in sales cost, but he commented that this increase was not consistent from plant to plant. The increase in sales cost resulting from the six-day swing system was 2.9%, he reported, and this increase was consistently shown in all plants studied.

"The Bakery Sales Manager of Tomorrow" was the subject of a talk by Walter D. Warrick, vice president of J. R. Short Milling Co., Chicago. Mr. Warrick reviewed the changing social pattern of American living, the decentralization of cities and the building of fully-integrated

shopping areas far removed from the heart of the city.

"This change is important to bakers," he pointed out. "In suburban shopping areas, the supermarkets are being built to adjust to the social trend and to solve the problems of social change. If bakery management will view the developments of the supermarkets as an attempt to keep pace with far reaching social adjustments, it will give the baking industry a better picture of our own problems of re-adjustment, of which the supermarket is a part."

Mr. Warrick urged that much study and thought be given to the ways and means of meeting those social changes. He emphasized the need for re-appraisal of the industry's selling methods.

Describing in detail the recent sales managers' seminar sponsored by the American Institute of Baking, he pointed out that this course was designed to "tackle these problems head on to develop tools to meet the problems that are now facing the industry."

"We must begin with a better selection of men, men who have the incentive to increase sales and income and thereby lower sales costs," Mr. Warrick said.

Communications Important

The job of communications is important, he pointed out, and it is necessary to get management ideas down through to the salesmen. Bakery sales managers must be educated to understand management problems, he said, so that they will be better able to handle their own problems and better able to compete with sales managers of competitive industries. It is necessary that bakery sales managers be educated in the nutritive story of bakery products, he said.

Mr. Warrick explained how the sales managers' seminar was planned to do these jobs and how the faculty was selected to give expert advice and guidance on these subjects. He gave considerable praise to the American Institute of Baking for its contribution of filling these needs of the industry.

Citing the technical progress in the production departments of bakeries, Mr. Warrick urged the industry to devote the same effort to improvement of sales techniques of the baking industry to meet the changing sociological conditions of the U.S.

1955 Business Prospects

Final feature of the wholesale bread branch session was a joint analysis of business prospects for

1955 developed through short talks by members of various U.S. industries. Chairman of this panel discussion was L. B. Steele, E. I. duPont de Nemours & Co., Wilmington, Del. Members of the panel included: Edgar Peske, Illinois Bell Telephone Co., Chicago; John C. Carter, Inland Steel Co., Chicago; Donald S. Warning, Standard Oil Co. of Indiana, Chicago, and John C. Austin, House & Home Magazine, Chicago.

Mr. Steele opened the discussion by citing the population growth and the increasing disposable consumer income as important factors in increasing the market for food. He called this a "fine foundation for the selling efforts of the food industries of America."

The growth in self-service stores has resulted in drastic changes in food-buying habits, Mr. Steele pointed out, increasing the percentage of "store decisions" in buying food. He reported that a recent DuPont survey showed that 72% of baked goods are bought on "store decisions" and indicated that more people are being influenced in the store to buy bakery goods than ever before.

"A strong merchandising effort by bakers should help the baking industry get its share of the food market and make 1955 a good sales year," Mr. Steele said.

Other members of the panel reported on 1955 prospects for their own industries and the consensus was that 1955 will see a continued growth of business activity in all industries and a continuing expansion of future potential.

Following the close of the formal program, Charles J. Regan, Interstate Bakeries Corp., Chicago, was named chairman of the wholesale Bread Branch for the coming year.

SBA Production Meeting Set for Nov. 13-15, 1955

ATLANTA — Sanford V. Epps, president of the Southern Bakers Assn., states that the group's fifth annual production conference will be held at the Biltmore Hotel, Atlanta, Nov. 13-15, 1955. Normally held in September, the board of governors unanimously voted the November dates in order to avoid any conflict with meetings planned by national and sectional groups.

James E. Stroupe will again serve as general chairman of the conference. He is being assisted by the following members of the conference advisory committee: Fred B. Adler, J. M. Albright, Wilbur T. Berry, R. C. Bingham, A. W. Corley, C. T. Croy, Thomas H. Edwards, W. M. Farmer, J. T. Greene, R. H. Hamilton, E. L. Harding, J. W. Harley, L. W. Oliver, Lloyd Marsh, W. H. McDow, Henry J. McGuire, J. F. Muller, Harry Mutch, S. Earl Pollman, Andreas F. Reising, A. J. Svitak, Laurent Utsey, Jr., E. M. Voorhees, Harry O. Whaley and T. P. Whitesides.

—BREAD IS THE STAFF OF LIFE—

American Bakeries Co. 40-Week Net Down

CHICAGO—The American Bakeries Co. reports consolidated net income, after federal taxes on income, for the 40 weeks ended Oct. 9, 1954, of \$3,031,821, or \$1.77 per share on 1,596,193 shares of common stock presently outstanding. For the like period of 1953 combined net income of the merged companies totaled \$3,142,385, \$1.84 per share on the above number of shares of common stock.

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WHOLESALE PIE BRANCH—Speakers at the morning session of the wholesale pie branch meeting during the annual convention of the American Bakers Assn. were: (left to right) Dr. G. M. Dack, director of the Food Research Institute, University of Chicago; Monroe Boston Strause, pie consultant, San Diego, Calif.; Charles J. Lingelbach, Marathon Corp., Menasha, Wis.; Dr. Anthony Castellani, American Institute of Baking, Chicago; Don



Copell, Wagner Baking Co., Newark, N.J., and Ralph S. Herman, General Mills, Inc., Minneapolis. Speakers on the afternoon session were: Lawrence Fasano, Fasano Pie Co., Chicago; F. W. Birkenhauer, Wagner Baking Corp., Newark, N.J.; Henry Badger, U.S. Department of Agriculture, Washington, D. C.; Louis A. King, Jr., American Institute of Baking, Chicago; Mr. Copell and Ray W. Anderson, National Starch Products, Inc., Chicago.

Wholesale Pie Bakers Strive to Push Sales and Quality Into Line With Their Production Ability

"The production ability of the wholesale pie baker in America is ten years ahead of his ability to sell." These were the words of Don F. Copell, vice president of the Wagner Baking Corp., Newark, N.J., as he introduced the session of the wholesale pie branch group at the National Assn. of Wholesale Pie Bakers meeting Oct. 19.

Because of the need for better selling and inspiration, Mr. Copell said, the program was organized to supply this need. He said the pie baker must go after the 125,000,000 people in the U.S. who can eat all they want and who like to make eating a pleasure.

Ralph S. Herman, director of bakery sales, General Mills, Inc., Minneapolis, in his discussion of the wide-open market for pie, said that the market for food is fantastic. In 1941, Americans spent 20 billion dollars for food. In 1953, this had jumped to 60 billion dollars.

There has been, however, a tremendous shift in food preferences and utilization, Mr. Herman said. The frozen food industry is now turning out six billion pounds of food per year. Fifteen per cent of all the food sold in the U.S. is now frozen. The market for frozen pie is developing rapidly.

One factor that carries a definite influence on meal planning and food selection and one that has been increasingly more in evidence, is the large number of women in our labor force. In 1953 there were 58.7 million adult females and 33% of these or 19.3 million were in the labor force. Within this group, 70% worked full time, 17% worked from 15 to 34 hours per week; and 5% worked less than 15 hours a week. The long range trend is toward a higher percentage of women working, particularly wives. In 1953, there were 40% more women than in 1940 and 133% more working wives.

Mr. Herman gave some specific data covering purchases of bakery products and usage of flour in the

home during 1951. On an average national basis, each one of the 46 million families in the U.S. at that time purchased every week \$1.09 worth of commercially produced bakery products. Only 4.2¢ of this \$1.09 expended each week represented purchases of commercially produced pies. In other words, only 3.8% of the food budget expended for bakery products by the average family was spent each week for pies.

Pie baking still is a popular activity with the housewife, he said. Across the country, the average homemaker bakes 25 pies per year; or, in other words, she bakes herself, irrespective of bakery purchases, one pie every 14½ days. That means a total home baking of 1,150,000,000 pies during a 12 month period.

On a national basis, 10.8% of all the flour used in the home is used in making pies, against 8.8% for cakes; 13.8% for breads; and 36% for biscuits.

Pies, said Mr. Herman, remain one of our favorite desserts as well as a popular snack. Pie represents one of the few baked items that the housewife is making more frequently now than she did in the years gone by. A good quality, freshly baked pie is almost universally enjoyed by people in all walks of life.

Charles J. Lingelbach, Marathon Corp., Menasha, Wis., next told the group of packages that will sell more pies. Mr. Lingelbach says that the pie industry is suffering from paying too much attention to tradition, such as packaging. He called attention to the slow gain in the sales figure of the baking industry as compared to the biscuit and cracker industry. The gains of the biscuit and cracker industry he attributed mostly to better packaging and merchandising.

Pineapple for Profit

Monroe Boston Strause, pie consultant, San Diego, Cal., in his talk on pineapple pie profit, said that many bakers think that pineapple

is too costly to use in a fruit filling, although they agree it makes a pie that rates very high in eye and taste appeal. This is a misconception, he said, because the fact is that pineapple is one of the least costly fruit fillings a baker can use today.

Pineapple, he said, actually costs less to use than many other fruits, including such standbys as berries and apple. Pineapple pie is one of the best fruit pies a baker can bake. Pineapple offers five natural advantages to the bakers: 1. Pineapple requires no refrigeration; it is easy to store. 2. It is closer to the natural color of bakery products than any other fruit. 3. Pineapple adds glamour and eye appeal with its natural bright golden color. 4. It offers more opportunity to create varieties of bakery items than any other packed fruit. 5. Pineapple is economical and profitable. Mr. Strause then gave the formulas for several kinds of pineapple pies and showed their cost.

Dr. G. M. Dack, director of the Food Research Institute, University of Chicago, gave a report on the staphylococcus research project supported by the pie bakers group. The goal of the pie baker, he said, is to produce highly perishable pie at all times of the year that is superior to the home baked pie. Sometimes, however, some common bacteria such as staphylococci stand in the way.

One of the major problems encountered in the work, said Dr. Dack, is that of isolating the toxin in sufficient quantities for purification and examination studies. However, it now appears that the toxin enterotoxin is a protein. Very small amounts of this product cause illness. However, the stage of development of the project now will allow for more rapid advancement.

At the end of the session Mr. Copell and the group authorized the secretary to give to Dr. Dack a check for \$1,500 to finance another year of research on the project.

A report on the American Insti-

tute of Baking research on pies was given by Dr. Anthony Castellani, bacteriologist for the American Institute of Baking, Chicago. The AIB, he said, has been working in three distinct areas on the problem of preventing spoilage of cream custard pies. First, an attempt was made to find a suitable additive which will inhibit the growth of food poisoning bacteria; second, an attempt was made to develop principles for the production of fruit cream pies so that these pies will not be subject to bacterial growth; and third, efforts have been made to study implant commercial practices. Substantial progress has been made in each of the three areas, but in many respects the project still is in an experimental stage, he said.

In looking for a suitable bacterial inhibitor, Dr. Castellani said, the AIB discovered that the amino acid serine partially inhibits the growth of staphylococci in vanilla cream fillings. However, the effectiveness of serine decreases when the number of staphylococci added aggressively increases. The results of the work with serine are promising, but the product itself does have limitations.

Research on Toppings

The second area of effort was with fruit cream pies. Although the work has been done almost exclusively with pineapple, the observation can apply to other types of fruit. The workers have observed, for example, that a filling of pH itself will not support the growth of staphylococci. However, if a meringue topping is put on the filling, the pH of the filling, after some time, will arrive at about 4.25 and some growth of staphylococci will take place in the filling.

Our third area of effort, said Dr. Castellani, is the study of actual implant conditions. This means a study of a kind of bacteria in different ingredients and an evaluation of dif-

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Industry Can Take New Lease on Sales and Profit In Future, Wholesale Cake Session Told

"The cake industry has been ailing for some time, but it is a long way from being dead. All our problems can be solved with determination, planning and effort. Our problems can be solved and they will."

These were the words of L. J. Nieman, sales manager of the American Bakeries Co., Chicago, chairman of the American Bakers Assn. wholesale cake branch session meeting the morning of Oct. 16 at the Sherman Hotel in Chicago. Mr. Nieman said that the wholesale cake people must look to the future with optimism. "We can be as big as we want to," he said.

During the meeting, several speakers touched on various facets of the wholesale cake business, and offered helpful hints and inspirational advice to the bakers present.

Since a business depends on brain power for its existence, he said, executives or managers must continually improve or develop their skills and abilities. During the last five or six years, the top management of progressive companies has been giving more and more attention to what is broadly labeled the executive development or management development.

Of course, he said, the training and development of executives or managers has been going on for a long time in one way or another. Former training methods were mostly those of using the absorption or understudy processes. Potential executives learned administrative fundamentals of the business through the process of watching their superiors and assisting them in the work of the organization.

"The problem, stated simply, seems to be that the average age of top management today is between 59 and 60. There also seems to be a gap in the age level between the 60 and the 45-year-old group. These add up to the problems of maintaining the executive life-line of companies when the top management group retires in five to six years and those around 45 come into positions of great responsibility."

As a start on an executive development program, Mr. Bossort suggested that an attempt be made to develop a philosophy of management. This philosophy of management is a broad system of thought that is intended to clarify our understanding of certain fundamental business problems and to serve as a basis for their solution.

"Every business has basic objectives, the objectives in modern business being of a profit, service or social nature. Objectives must be clearly stated and formulated by management leadership in the light of proper standards of conduct. Policies are determined to guide the action to achieve these objectives," he said.

Business executives must determine the functions or work to be performed. They must develop or acquire a work place, the physical factors, and determine the procedures and control. An organization must be started in which people are involved. A structure of responsibility and authority is built and motivated by the executive, Mr. Bossort concluded.

The biggest job numerically of get-

ting men to do their job in the baking industry is the industry's job itself. "It is a job problem of on-the-job training—what men learn as they work—and it is your problem. As bakers, you are the only ones who are with production employees and distribution employees in your plants where these men and women work."

An equally important job of personnel development and the problem of education, which must go deeper and broader in its concepts, is the problem of leadership training. This is where the American Institute of Baking starts to function. The major job of the AIB is to develop leadership personnel for the baking industry. Its program in baking science and technology is planned to develop production and management leadership. This program has enrolled more than 2,500 students from all parts of the U.S. and from 18 other nations, Dr. English reported.

As specialization has developed in the baking industry with respect to products, the AIB has developed short courses to help meet special needs, such as the needs of cake bakers. Since 1951 the AIB has been developing curricula and organizing some courses to meet another kind of manpower specialization. During 1955 there will be available a short course in baking for allied personnel planned to help non-bakers who are selling to or otherwise serving the baking industry.

During 1955 there will again be taught a one-week course in bakery equipment maintenance at the AIB, he reported. This course is planned to supply to maintenance engineering personnel information to assist them in maintaining bakery equipment at its maximum efficiency. The institute also has developed a sales management seminar.

"Throughout the entire program of education which the institute is providing for the baking industry, the underlying philosophy is that personnel development is essential to company success and to industry progress. We believe that education at the AIB, where facilities are used by the industry to help each employer develop his personnel, is an excellent investment," he said.

Packaging Discussion

A panel discussion on new and modern packaging was moderated by Charles J. Lingelbach, Marathon Corp., Menasha, Wis. Appearing on the panel were: Fred C. Clarke, E. I. du Pont de Nemours & Co., Wilmington, Del.; George Duffy, Sherman Paper Products Co., Newton Upper Falls, Mass.; Ray Maloney, Ekco Products Co., Chicago; and John Stevens, Sutherland Paper Co., Kalamazoo, Mich. Each discussed a phase of packing and gave advice to the bakers on their packaging problems.

Mr. Duffy told of the merits of corrugated liners, and listed the many varieties available. He was followed by Mr. Stevens, who told of the capabilities of the folding paper box. As an indication of the value of the folding paper box, Mr. Stevens said that 43% of folding carton production is devoted to food packaging. The functions of the package, he said, are: 1.

Protection. 2. Production economy. 3. Protection from contamination, spoilage in shelf life. 4. Ability to take quality printing, and 5. To act as a carrying case. In conclusion he recommended frequent analysis of packages in search of needed improvements.

Mr. Maloney recommended foil packaging for eye appeal, appetite appeal, and buy appeal. The housewife today, he said, is beginning to look for foil packaged products. She associates the new and the best with foil packaged goods.

"Appetite appeal is gained when the housewife takes the package home and warms it in the oven. Buy appeal is related to convenience appeal. The housewife today is looking for the most with the least effort," he said. "She receives this when she takes a package home wrapped in foil, puts it in the oven in the same container, and serves the product with the fresh-from-the-oven flavor. Then to top it off, she can discard the container, eliminating that nasty chore of dishwashing."

Mr. Clarke concluded with a discussion of creative packaging. Some industries have managed to show big gains in per capita consumption these last few years, he said, and the creative packaging is one of the big reasons for this up-turn. Some of the products which have done well are packaged candy, potato chips, and cookies and crackers. He also recommended the use of seasonal specialties.

"Pick up any issue of any of the women's service magazines," she said, "and there will be stories telling how to bake some kind of cake for some occasion. What they are really telling is how to use flour, baking powder, coconut, chocolate, nuts, pans, dishes, and gas and electric ranges. They also may tell how to dress up a cake made from a mix. But few of them tell about packaged cake."

Cake Industry Blamed

Miss Gladys Blair, publicity consultant for Young & Rubicam, Inc., Chicago advertising agency, suggested that cake bakers do more "telling and selling" for their products.

Miss Blair blamed the cake bakers for this oversight. She said the cake industry does not tell the food editor about packaged cakes. As an industry, she asked, how much packaged cake is sold through the pages of national magazines? How much in newspapers, over TV or radio? Who sends samples of good packaged cake to editors? This should be done, or the editor will not bother to write material about cakes.

Miss Blair ended with a profession of faith in the future of packaged cakes. The day is coming, she said, when bakers will have 90% or more of the home cake market. Cake baked by bakers fits into the living pattern of the modern American family, she said. "The pattern is one of leisure with money enough to enjoy it. Women have moved from baking cakes toward cake mixes, and the next step—the queen of the business is the packaged cake. Bakers should have it ready."

In the meantime, bakers must sell

and tell. "Impulse buying does make sales, but you can't expand a business on impulse buying. There are women in every community who are not aware of the packaged cake, and the opportunity for really good dessert it presents. A baker has to sell and he has to tell, and if the whole industry does more selling and more telling, the future will be bright."

Receipt and Storage Important

Sanitation in a cake plant was discussed by Dr. Louis A. King, Jr., director of bakery sanitation for the American Institute of Baking, Chicago. A program of sanitation involving the following categories was outlined:

1. Satisfactory ingredients.
2. Proper storage.
3. Good operating practices.
4. Proper personal practices.
5. Equipment of good design.
6. Adequate cleaning methods.
7. Complete pest control.
8. Protection of product during delivery.

No matter how well organized the sanitation program and how clean the plant, Dr. King said, if infested or contaminated ingredients are received, then the finished product will be contaminated and in violation of sanitary regulations. By the same token, when clean, wholesome materials are received, they must be satisfactorily stored until used.

The phase of proper personnel practices probably is the most difficult to bring to perfection. Insects and rodents can be depended upon to react according to a definite pattern, although human behavior can never be predicted. One primary consideration, however, is that employees must be taught respect for cake products.

Quality cake should have the following characteristics, he said: 1. Moisture. 2. Good grain and texture, which in turn help to retain moisture and enhance flavor. 3. A rich, wholesome and attractive appearance before and after cutting which creates an appetite for that product. 4. Sufficient filling to enhance the appearance and to make the product eat well. 5. It is essential that you have the proper brand of flavor as to the icing and the cake. 6. When the consumer is eating the cake, the product should create the desire for a second piece.

E. W. Houck, American Bakeries Co., Chicago, told of some problems of the production man and how he can create more sales. The basic problem of the production department, he said, is to make quality cake in a uniform manner daily at a cost to make a profit for his company. Also, he must get the best result that can be achieved out of the ingredients incorporated in the formulas.

"Quality starts first in the minds of everyone in the plant. It is necessary that the desire to produce a quality product be instilled in each employee," he said. "First, however, we ourselves must know what we want. Then, a baker must be able to transfer this desire or knowledge to each plant employee who has anything to do with the making of a quality product. Quality is a daily job."

In cake production, bakers are

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AT RETAIL SESSION—Bernard E. Nehls, Nehls' Bakery, Chicago, (left) is shown receiving an award for meritorious service from Otto Bergt, Metz Bakery, Chicago, chairman of the retail branch session during the annual convention of the American Bakers Assn. Mr. Nehls has held various executive offices and was one of the founders of the Associated Retail Bakers of Greater Chicago. (Left center) William F. Thie, Virginia Bakery, Cincinnati,

president of the Associated Retail Bakers of America, appeared on the final general session of the convention. (Right center) E. E. Kelley, Jr., president of the ABA gave his views on the wheat situation to William Mason, moderator of the program "Farm World Today," broadcast over radio station WLS. (Right) Wallace K. Swanson, Stroehmann Bros. Co., Williamsport, Pa., also spoke as president of the American Society of Bakery Engineers.

Fall and Winter Merchandising Schemes Share Retail Spotlight With Pleas for Added Quality

Close to 500 retail bakers, their wives, and allied tradesmen attended the American Bakers Assn. retail branch session held the afternoon of Oct. 17. The session was sponsored by the Associated Retail Bakers of Greater Chicago.

The call to order and welcome was extended by Otto L. Bergt, chairman and immediate past-president of the Associated Retail Bakers of Greater Chicago. He also is proprietor of the Metz Bakery, Chicago. During his remarks, Mr. Bergt said that the slogan of the meeting was "Don't Find Fault, Find a Remedy—Anybody Can Complain." The invocation was given by William F. Thie, Virginia Bakery, Cincinnati, and president of the Associated Retail Bakers of America.

The formal program was preceded by the presentation of an award by John L. Moroff, Nelson's Bakery, Chicago, and president of the Associated Retail Bakers of Great Chicago, to Bernard Nehls, a retired baker and ARBA executive. Mr. Nehls was awarded a clock in recognition of his many years of service to the baking industry as a charter member of the Associated Retail Bakers of Greater Chicago organization.

Representatives of the Procter & Gamble Co. outlined the best methods for merchandising and selling fall and winter baked goods. Lloyd A. Miller, Procter & Gamble Co., Cincinnati, introduced some baked goods from the fall and winter merchandising book, prepared by Procter & Gamble's bakery research department. Holidays, he said, are good times for special promotions. People seem to be in a spending mood during Halloween, Thanksgiving and Christmas.

For Halloween, he suggested gourd doughnuts, raised doughnuts, gingerbread, spice cake, pumpkin icing, Halloween cookies, and pumpkin pie as special items. For Thanksgiving he offered cranberry meringue pie, mince pie, Thanksgiving dinner cake, caramel icing and holiday dinner rolls. For Christmas week such items as the egg nog pie, Christmas cookies, English Christmas cake, Danish butter cookies, egg nog cake, Christmas

breakfast rolls, and the Christmas stollen.

The formulas and merchandising suggestions are contained in the fall and winter merchandising book, and can be obtained by contacting Procter & Gamble in Cincinnati, or one of their firm's representatives.

J. M. Eagen, Procter & Gamble Co., Cincinnati, stressed merchandising and selling. He emphasized the importance of the new "We Thank Thee Cake," and said it can become

a Thanksgiving tradition if properly promoted. The cake has the words "We Thank Thee" spelled out on the top in old English lettering.

Mr. Eagen also suggested that newspaper ads and handbills be used. He also said it is a good idea to let delicious products speak for themselves by offering the customers samples. To gain special sales during the holiday period, he said that packaged cookies should be sold.

Barney Schnitzer of the ARBA win-

dow display service, Pittsburgh, next showed various displays that are offered by the ARBA to fit in with the holidays. These display services which tie in with Christmas, Halloween and Thanksgiving themes are available from the ARBA to its members.

The retail branch session ended with a question-and-answer period conducted by Frank R. Schwain, manager of the Bakery Research Department of Procter & Gamble, Cincinnati.

ABA PIE BRANCH

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ferent commercial production practices.

The luncheon speaker was E. J. Sperry, Sperry's Personal Opinion, Chicago, Ill. During his talk on "Let's Sell One Pie," Mr. Sperry said that the pie bakers are doing many things that they should not, and failing to do many things that they should which would give them a bigger share of the consumer's dollar. He said that many bakers are not sold on their own products. He urged that pie bakers should sell their own salesmen. Salesmen have killed pie sales, he said. Many years ago pie salesmen really sold from their pie wagon. A bigger stress should be given to personal selling.

Start with one store and sell one pie, Mr. Sperry said, and went on to point out that women seem to prefer frozen pies over fresh pies. They think fresh pies are poor quality merchandise, he said, and many young women will not even try them. Pie displays in a store usually are awful, he said, while the frozen pies usually are packaged better and suggest a higher quality.

George T. Carlin, Swift & Co., Chicago, suggested some techniques for perfect frozen pies. Pies, he said, are at their peak five hours after baking, then gradually decline in taste and quality. Therefore, the pie should be frozen soon after baking to freeze in the fresh baked taste.

"Our observations are certainly not complete," he said as he briefly summarized as follows: "For the most part ingredients such as starch, sugar, salt and bananas have very little bacteria count and appear to be free of bacteria of sanitary significance. However, egg yolks, egg whites, yolk powder and coconut may have high bacteria counts and also bacteria of sanitary significance. Fortunately food poisoning bacteria of interest to us do not produce spores and are, therefore, relatively readily killed by heat."

In his introductory remarks, Mr. Carlin said that there had been much ballyhoo about frozen pies at first, much of which was false. However, gradually the misapprehensions are being erased and since 1941 frozen pies have gained and are going well now.

In deciding whether or not to freeze a product, Mr. Carlin said that it should be determined if the product is adaptable to freezing and if the practice will satisfy a real need and be convenient to consumers. With these considerations, pies then are adaptable for freezing.

If one is going to go into the pie freezing business, a considerable investment is needed, Mr. Carlin said. Extra room is needed and freezers also must be bought. Storage space must be available. Large inventories must be carried. Freezer trucks will be needed and sometimes freezers will have to be placed in storage. And a quality product will have to be made.

In his discussion of proper freez-

ing techniques, Mr. Carlin urged that the pies be brought to the frozen state quickly. To do this a good freezer with temperatures of -20° is necessary. Attention should be given to the proper thickening of juices in the frozen pie and the right thickeners will be needed, he said.

In conclusion, Mr. Carlin said frozen pies "are here to stay and it is up to the bakers to determine whether they are going to produce them or whether someone else will move in and take over the market."

Ray Anderson, National Starch Products Co., New York, next answered some questions from the audience about thickeners.

In his discussion of sanitation musts for the pie makers, Dr. Louis A. King, Jr., director of bakery sanitation for the American Institute of Baking, Chicago, confined his remarks mostly to a discussion of satisfactory ingredients. No matter how well organized a sanitation program and how clean the plant, he said, if infested or contaminated ingredients are received and used, then the finished product will be contaminated and in violation of sanitation regulations.

One of the primary purposes of a sanitation program, he said, is that of assuring the absence in the finished product of foreign material—especially that of filthy origin.

F. W. Birkenhauer, president of the Wagner Baking Corp., Newark, N.J., gave a report to the pie bakers on the meeting of the American Bakers Assn. board of governors.

Store Management, Merchandising, New Methods Of Selling Feature Multiple-Unit Session

A capacity crowd was on hand for the multiple unit retail session during the American Bakers Assn. convention, when over 60 heard discussions of store management, merchandising and new methods of selling. Robert C. Awrey, Awrey Bakeries, Detroit, was chairman of the session.

One subject which he felt could stand continuing repetition "with accent on the continuing" was quality, according to Walter N. Jacobi, Ebinger Baking Co., Brooklyn, N.Y.

"The subject is so important we should write a bakers' Bible around it and live by its tenets in our business lives," Mr. Jacobi said. "It is so important it is the hub of the wheel and all other factors merely spokes. It is a foundation on which every successful baking business is built."

"But that word quality is probably the most abused and misused word in the bakers vocabulary," he continued. "We use the word constantly but seldom do anything about it. All talk and little action." Saying that the word is given lip service all over the country but evidently not much else, Mr. Jacobi said that "talk to any baker and he will unhesitatingly tell you that he bakes nothing but the finest products, and yet his baking practices don't seem to bear him out."

Mr. Jacobi used the per capita consumption of foods as a whole and of wheat flour in particular to show that "the baking industry as a whole does not turn out the kind of products that make for greater consumption year after year."

To illustrate his standing on quality, he told the story of a baker who opened a new store in a good business section of New York with fanfare and publicity—movie people in from Hollywood, gifts for opening day, and a beautiful store.

"A few weeks later, the wife of one of my best friends bought a cake in this store. She couldn't eat it. It was of poor quality and to add insult to injury it was stale. Naturally she won't go back there any more. In a year or so this baker will wonder what happened to his business—he will blame it on everything, economic conditions, competition of package cake mixes, another baker underselling him—he'll blame it on everything except himself and the fact that his products are of poor quality."

Although mentioning that cost factors and ways and means of controlling ever-increasing costs are important and should be discussed by bakers, Mr. Jacobi said "most of us seem to be getting into the frame of mind where we are cost conscious almost to the exclusion of all else."

Deplores Cost Shortcuts

"Our first thought is how much will it cost—how can I make it cheaper—can I get a machine to do it—can I take shortcuts. There is a great danger in this philosophy because we are apt to lose sight of the most important factor in our business—'outstanding quality.' Our first consideration should always be, today, tomorrow and always—how can I make it better, not how can I make it cheaper?"

Mr. Jacobi deplored the feeling of some bakers that poor quality may be excused on the grounds that there

is a quality limit in some neighborhoods and the feeling that some people will not pay high prices for superior products. He flatly rejected both claims. The speaker also had a whack at the feeling that anything can be sold through advertising.

"Some bakers think they can sell inferior products through advertising. They use all manner of gushy, drooling, mouth-watering phrases designed to lure the unwary customer into their stores. Of course, the fact that the product never lives up to the advertising does not cut any ice with them. This is putting the cart before the horse. I think we would do a lot better to put our house in order and then advertise, rather than spend good money trying to sell the public a phony product."

"The best way to advertise is to make things so good that people can't help but buy them."

"Quality Is Our Only Asset"

"Sometimes I wonder whether we people, we, the baking industry, realize that quality—real outstanding quality—is our only ASSET. Can we make it fresher than the housewife? Most emphatically NO—she can pop it out of the oven right onto the table. She can beat us every time when it comes to freshness. Can we bake things cheaper than the housewife? I doubt it. There is much difference, and some women claim they can bake things cheaper at home. BUT, can we bake things better than she can? Most emphatically, YES!!! On our side, we can master all the combined skill, technical knowledge and know how of a great industry. Our equipment is designed specifically to do a job and is certainly superior to that used in the home. Comparing home baking equipment to ours is like comparing a plane of World War I vintage to our modern jets. As bakers, we know that the very finest ingredients are always available to us. Ingredients that are not always available at home. So we have the know how, the equipment, and the ingredients on our side. We should be able to outbake her every time when it comes to quality if we really try."

"Sometimes I wonder also whether we people, we, the baking industry, realize that quality—real outstanding quality is the broad highway, the road that leads to profits. High quality means a high volume of sales and high volume of sales has a tendency to reduce the cost of doing business. Believe me, this is so. It is a matter of record that the most successful bakers, the ones showing the greatest profit, are the ones baking the finest products."

"Many times I've wondered why we don't realize our salvation as an industry lies in constantly improving our products. Why don't we bake more appetizing things? I know of so many bakers who honestly try to bake superior products and who would like to be proud of what they produce. Somehow or other, these bakers seem to miss the boat somewhere along the line and their products fall just a little short of being really good. Sometimes I wonder if we know what good quality really is or are we so accustomed to mediocre

goods that we accept this for the real thing? Could it be we are so smug in our ivory towers, we take quality for granted and don't bother to find out?"

There are several specific steps to be taken if real quality is desired, Mr. Jacobi said:

Attitude: It must be the avowed purpose of the entire organization from top management to the lowliest porter to produce only the best.

Accept Criticism: Not only accept it, but go out and look for it. Unless there is criticism, either good or bad, regarding your products or policies, you won't know the condition of your business until it may be too late.

Ingredients: Nothing but the best will do. Set a standard for each ingredient and never deviate from it. Don't ever be tempted by a cheap price to take in ingredients if there is some doubt about their acceptability. In case of doubt the ingredient in question should not be used. It is not in the books to build a successful business through cheap buying practices.

Uniformity: Possibly the greatest aid to quality is uniformity of product and I mean uniformly good, not uniformly bad. To a customer uniformity means that she can depend upon our product being good every time she buys anything in our stores.

Self-Service Decision

The point of decision for the multiple unit retail baker as regards self-service was expressed by Arthur E. Pile, Hough Bakers, Inc., Cleveland.

Although agreeing that self-service is becoming important in several other communities, Mr. Pile said that it had not been terribly successful in his city. Saying that his unit plans no more self-service stores, he explained his decision by saying that the same baked food has twice as much appeal when displayed without wrappings, variety in number of units can be chosen easier, personal service is important, price differences seem to stand out more, and packaging is just as good in service store as in a self-service.

Speaking on the packaging problem Mr. Pile said that the packaging problem is one of "never ending experimentation."

Boxes with a full cutaway cellophane window were chosen. When it came to tie packages together for the customer to carry on the street, she wanted it covered or wrapped in paper for privacy as well as protection.

Sweet yeast goods bagged in cellophane with a cardboard support sold much more quickly than the same goods in a window cake box.

Hearth breads are still difficult to slice and pre-wrap, he said. Stock bags are all the wrong size for large loaves of bread.

"In order to sell pies or cakes we must display them in a show case by the cashier, and then have her box it at the time of the sale," Mr. Pile felt.

Edward E. Hanscom, Jr., Hanscom Bros., Inc., Philadelphia, speaking on "Getting the Most from Our Store Managers," stressed the importance of profitable selling in the changing economy for the baking industry. He placed a great emphasis on sales and urged the bakers to realize that their

store manager is the key figure for multiple-unit-retail operation. He felt that the management goal should be to direct the store managers' thinking along the same lines as management as far as the store operation is concerned, and he mentioned that one of the best methods they had found was to have frequent meetings of the managers with supervisors and executives in the office.

He said that the success of this method was because of the direct exposure to top management and the fact that the store supervisors' or managers' interpretation of the idea you express may be somewhat different than yours so that your qualification may be helpful.

He emphasized that these conferences must be held in the office since distractions occur when held in the store. He also said that store managers like to deal with management direct since this type of conference brings them closer to being a part of executive management. He said that large meetings also have a purpose—such as explaining a sales promotion that is coming along.

"Any meeting needs good planning beforehand," Mr. Hanscom said.

Subjects are best discussed in small groups—a recent meeting on this subject of order and returns resulted in providing groups with large stores together, small stores together, freezer stores together, and self service stores together since problems are different in different types of stores on this question. Discussion of cost is also best in small groups.

Mr. Hanscom suggested that a monthly letter might contain sales information and ideas, also a review of one store's sales in comparison with other stores and ideas of competition beneath their previous record. He mentioned that incentive awards are made every five weeks on a quota basis and are announced in the letter.

Every ten weeks a cost report is sent to the managers showing how the manager is doing in dollars and percentages and in the items over which the store manager has control such as hours of help, wages, returns, store supplies, and short-and-over in goods accounting.

In merchandising promotions, as in all other store activities, Mr. Hanscom felt that the store manager is the key person in carrying out these plans.

"Other industries have progressed further than we have in developing profit-consciousness on the part of their store managers," Mr. Hanscom said. "I believe that it would be a real step forward if we could each in our own company adapt the principle that each store in a multiple-unit operation should return a profit and have the store manager aware of her responsibilities and how well she is doing in making her store profitable."

John C. McAlpine, Jr., cost accountant, Philadelphia, presented an off-the-record study of comparative costs in which a number of multiple-unit operators had participated. The meeting, which was open to bakers only throughout the session, closed with a panel and confidential discussion.

ABA CAKE BRANCH

(Continued from page 55)

dealing with tangible items which, in the case of mistakes, can readily be spotted and corrected with an intelligent approach to the problem. The intangible items are the people who do the job and the supervision that is given to them. We must remember that the inside people are the No. 1 salesmen and the No. 2 salesmen in any organization. They become the No. 1 salesmen when they produce a product with enough eye appeal that the customer picks it up and takes it home. They also become the No. 2 salesmen when the consumer is satisfied with the product and purchases it again. This actually makes a sales department the third salesman in line. "No amount of advertising, no amount of proper displaying, no amount of enthusiasm or salesmanship by the salesmen can sell the product a second time if a consumer did not like what she got the first time."

One of the most helpful ways of

eliminating some of the problems is to properly inform our people as to what we want so that they can help in the daily problems. Usually, a well-informed person likes his job better, and in most cases is better equipped to do a better job, Mr. Houck said.

"The people who actually get a job done are the foremen. Actually, he is the fellow who has direct contact with the people who perform the jobs. He also becomes conversant with their attitudes and is much closer to them than anyone else in the plant. Therefore, it is imperative that he be right in his thinking and, that he, first of all, is instructed in the proper way to do things. He must know what quality is, what uniformity is, what good packaging is, and know the conditions under which they must be produced to make a profit for the company he works for."

Archie T. Downie, the W. E. Long Co., Chicago, pointed at some better accounting practices and told how they would benefit the cake industry. In the old days, he said, many businessmen felt that bookkeeping as such was an unnecessary operation, but the change in tax structure compelled them to change their practices, if not their minds. Bookkeeping then became a necessary evil, but cost control remained in the same category as before, an evil, and consequently unnecessary in the operation of the business. "This does not apply today—no business can operate with any degree of success without a good control over its cost, unless it enjoys a monopoly."

Merely keeping records of income and expense is not enough, and an effective system of cost accounting and control is of particular impor-

General Mills Enters Institutional Market With Bakery Mixes, Cereals

MINNEAPOLIS — General Mills, Inc., is entering the institutional market with a line of prepared baking mixes, breakfast cereals and other products specially created and packaged for hotels, restaurants and institutions. They will be introduced in eastern states.

C. H. Bell, president of General Mills, who announced the company had formed an institutional products division to serve this market, added, "We will back quality products with dependable technical and merchandising service."

Mr. Bell announced that Ralph E. Gaylord, director of products control, will serve as general manager of the new division, which is the eighth division in the company's domestic operating organization.

Thirty products from which more

than 2,000 varieties of foods can be prepared will be sold to the institutional market.

In presenting the new line of products for this market, which is expected to grow from its present \$14,000,000,000 yearly volume to \$20,000,000,000 by 1960, the company "recognized the institutional trade's need for specific products which provide space-saving storage, easy and fast preparation, portion and cost control along with appetite appeal and uniform high quality," he said.

The institutional products division will sell the baking mixes in 5-, 25-, and 100-lb. sacks. The homogenized pie crust, which requires no refrigeration, will be packed in 4 lb. packages.

Full color brochures, sales kits and slide films are being used to present the full story to distributors.

Wisconsin Rye Flour

We Specialize in Dark Varieties

FRANK JAEGER MILLING CO.
DANVILLE P.O. Astleio WISCONSIN

DAVID HARUM BAKERS FLOUR

From Nebraska's
Choice Winter Wheat
LEXINGTON MILL & ELEV. CO.
LEXINGTON, NEBRASKA

Uniformity

the priceless quality in flour

yours always with . . .

Acme-Evans Flours

ANGELITE—cake flour

COOKIE KING—cookie and doughnut flour

CRACKER KING—cracker sponge flour

GRAHAM KING—100% soft wheat graham

PASTRY KING—low viscosity flour

Progressive Milling Since 1821

ACME-EVANS COMPANY, INC., INDIANAPOLIS 9, IND.

tance to the baker of cakes. Generally, it costs more than twice as much to make a pound of cake as it does a pound of bread, and any waste or losses take a proportionately higher part of each potential dollar of profit. Mr. Downie then discussed a few factors which a cost accounting system should take into consideration. The matter of invisible loss, he said, is an extremely important factor in the manufacture of cakes. To get an accurate verification of invisible loss, however, it is necessary that complete records of usage be maintained in the shop.

Another factor of great importance is loss or gain in scaling. "You cannot very well afford to give away any cake batter when its cost may be as much as \$.01 per ounce." However, the determination of the loss is dependent on accurate mixer weights of material. To the cake baker, control of scaling is of no small importance. While a loss of a relatively few pounds of batter or finishing material may not look like much, it can represent a large percentage of total production.

And then, too, the higher cost of the various ingredients which go into cake production results in a much greater loss in dollars and cents," he said.

"An accounting system that provides for the greatest practical control, which keeps an eye on the amount of batter and finishing being used, can assist a baker invaluable in getting and keeping a proper balance as between material used and finished production."

While labor costs for shop and shipping employees may be more or less fixed by labor organizations, Mr. Downie said, the efficiency of those employees is in the range of management's control. Figures covering hours, wages and production are important in determining the efficiency of these people. A cost control system can give you those figures quickly and easily at almost any given time. It is not necessary to wait for a semi-annual or annual statement of profit or loss.

New Jersey Board of Trade Draws 965 to Convention

By WALTER C. SMITH
American Baker Editorial Staff

ASBURY PARK, N.J. — Quality products and profitable bakery management were topics stressed at the 36th annual meeting and convention of the New Jersey Bakers' Board of Trade, Inc., held Oct. 9-11 here at the Hotel Berkeley-Carteret. About 965 persons registered during the 3-day event.

Hubert Bercham, Bonat Bake Shop, Westfield, was elected president of the group succeeding Richard Methven, Methven's Bakery, Closter. Other officers elected were Max Romoser, Romoser Bake Shop, South Orange, first vice president; Walter J. Meier, Meier Bakery, Paterson, second vice president; C. R. Kooiman, Kooiman's Bakery, Haledon, treasurer; Paul Boruta, Wallington, recording secretary; and Michael Herzog, Standard Brands, Inc., executive secretary.

Principal speaker was William E. Doty, bakery service manager for the California Raisin Advisory Board, who told the gathering that quality has no substitute and the retail baker

has daily opportunities to prove this point. He deplored the use of imitation ingredients and declared wholesale bakers have practically wrecked the baking business.

Mr. Doty said bakers were partially responsible for the drop in per capita consumption of flour during the last 50 years and cited thinner slicing of bread as one factor. He stated bread was sold by the loaf, but consumed by the slice, and pointed out that more slices to a loaf resulted in less bread being consumed.

Retail bakers were advised by Mr. Doty to correct the "callous attitude and unsanitary habits" sometimes encountered in their sales personnel and he stressed the importance of personal interest in servicing customers.

Concentrate on Quality

Bakers, Mr. Doty advised, should concentrate on quality products, courteous help and regard for employees. He suggested bakers take full advantage of displays furnished by allied firms.

Peter Braid, editor of the American Independent Baker, discussed in

detail various aspects of bakery management. The five "capital sins" he listed were overestimated production, unwise purchasing methods, ignoring the human factor, ignoring action of time on wear and substitution of cheap ingredients.

Profitable management can be attained, Mr. Braida said, by basing production estimates on actual tests; planned purchases and inventory records; an accurate cost system; upholding quality by producing smaller items if necessary; and maintaining proper bookkeeping records.

Mr. Braida pointed out that ingredient and labor costs vary, which prevents use of a standard formula in determining cost figures applicable to all items made in the bakery. These two major costs, he suggested, should be determined separately for each type of item.

Bread Merchandising Criticized

Other speakers included Ruth Youngdahl (Mrs. Ruth Youngdahl Nelson) who spoke on unselfishness as "Life's Greatest Quality," and

Ruth Brooker, special service director of Hess Bros. Dept. Store, Allentown, Pa., who criticized the lack of showmanship in merchandising bread, the sales of which she referred to as the basis of the baking business.

William F. Thie, Virginia Bakery, Cincinnati, president of Associated Retail Bakers of America, greeted the group at the business meeting and Don F. Copell, vice president, Wagner Baking Corp., New York, was guest speaker at the "Early Bird Breakfast for Chicks and Roosters."

Demonstration on the "Proper Handling of Danish Pastry and Yeast Raised Sweet Goods" was given by Gerry Exter, Standard Brands, Inc., while Ewald Thoenes, Eddy's Bake Shop, Ansonia, Conn., presented a demonstration of speed and dexterity in cake decorating.

Joseph Gratzel, Gratzel's Bakery, Teaneck, was convention chairman. The allied trades committee was headed by Elton S. Vineburg, Joe Lowe Corp., New York.

CONVENTION CALENDAR

Nov. 14-15—New England Bakers Assn.; Hotel Statler, Boston; sec., Robert E. Sullivan, 51 Exeter St., Boston 16, Mass.

1955

Jan. 14-15—Baking Industry Sanitation Standards Committee; New York City; Sec., Raymond J. Walter, 511 Fifth Ave., New York 17, N.Y.

Jan. 16-18—Pennsylvania Bakers Assn.; William Penn Hotel, Pittsburgh, Pa.; sec., Theo Staab, 5700 North Broad St., Philadelphia.

Jan. 22-24—Ohio Bakers Assn.; Deshler-Hilton Hotel, Columbus, Ohio; sec., Roy Ferguson, Seneca Hotel, Columbus.

Jan. 30-Feb. 1—Potomac States Bakers Assn., Lord Baltimore Hotel, Baltimore, Md.; sec., Emmet Cary, 16 McClellan Place, Baltimore 1, Md.

Feb. 6-8—Tri-State Bakers Assn.; Jung Hotel, New Orleans, La.; sec., Sidney Baudier, Jr., 624 Gravier St., New Orleans 12, La.

March 4-5—Baking Industry Sanitation Standards Comm.; Edgewater Beach Hotel, Chicago, Ill.; sec., Raymond J. Walter, 511 Fifth Ave., New York 17.

March 6—Bakery Equipment Mfrs. Assn.; Edgewater Beach Hotel, Chicago, Ill.; sec., Raymond J. Walter, 511 Fifth Ave., New York 17.

March 7-10—American Society of Bakery Engineers; Edgewater Beach Hotel, Chicago, Ill.; sec., Victor E. Marx, 1354 LaSalle-Wacker Bldg., 121 W. Wacker Drive, Chicago 1, Ill.

Mar. 13-15—New York State Assn. of Manufacturing Retail Bakers, Inc.; Hotel Syracuse, Syracuse, N. Y.; Gen. Chmn., John McNamara, 118 E. Fayette St., Syracuse 2, N. Y.

March 22-23—South Dakota Bakers Assn.; Cataract Hotel, Sioux Falls; Sec., William J. Fetter, P.O. Box 431, Rapid City, So. Dak.

April 14-16—Southern Bakers Assn.; Vinoy Park Hotel, St. Petersburg, Fla.; sec., E. P. Cline, 703 Henry Grady Bldg., Atlanta 3, Ga.

April 17-18—Rocky Mountain Bakers Assn.; Albany Hotel, Denver, Colo.; sec., Fred Linsenmaier, Box 871, Denver 1, Colo.

April 17-19—Texas Bakers Assn.; San Antonio; Sec., Nell DeLancy,

1316 W. Twohig St., San Angelo, Texas.

April 18-20—Pacific Northwest Bakers Conference; Multnomah Hotel, Portland, Ore.; sec., Roger Williams, 1138 Jefferson St., Salem, Ore.

April 24-27—Associated Retail Bakers of America, Sans Souci Hotel, Miami Beach, Fla.; sec., Trudy Schurr, 735 W. Sheridan Road, Chicago 13, Ill.

April 26-27—Allied Trades of the Baking Industry of Southern California; Sec., Phil Seitz, P.O. Box 518, Montrose, Cal.

May 1-4—Biscuit and Cracker Manufacturers' Assn.; Drake Hotel, Chicago; Sec., Walter Dietz, 20 North Wacker Drive, Chicago 6, Ill.

May 9-10—Associated Bakers of Minnesota; Radisson Hotel, Minneapolis; sec., J. M. Long, 623 Fourteenth Ave. S.E., Minneapolis 14, Minn.

May 15-19—American Association of Cereal Chemists; Chase Hotel, St. Louis, Mo.; Sec., American Assn. of Cereal Chemists, University Farm, St. Paul 1, Minn.

June 4-6—Pennsylvania Bakers Assn.; Bedford Springs Hotel, Bedford, Pa.; sec., Theo Staab, 5700 N. Broad St., Philadelphia.

June 11-13—Bakers Assn. of the Carolinas; Ocean Forest Hotel, Myrtle Beach, S. C.; Sec., Louise Skillman, 2608 Portland Ave., Charlotte, N. C.

June 20-22—Potomac States Bakers Assn., the Cavalier Hotel, Virginia Beach, Va.; sec., Emmet Cary, 16 McClellan Place, Baltimore 1, Md.

Oct. 1-6—Baking Industry Exposition (American Bakers Assn., Bakery Equipment Manufacturers Assn.), Atlantic City, N. J.; Sec., Harold Fiedler, American Bakers Assn., 20 N. Wacker Drive, Chicago 6, Ill.

Oct. 6-8—Natl. Bakery Suppliers Assn.; Shelburne Hotel, Atlantic City, N.J.; sec., Philip W. Orth, Jr., 304 E. Florida St., Milwaukee, Wis.

1956

April 8-11—Associated Retail Bakers of America; Hotel Sherman, Chicago; Sec., Trudy Schurr, ARBA, 735 W. Sheridan Road, Chicago 13, Ill.



high altitude spring wheat—plus four generations of milling experience—plus a modern mill—result in TRISCO flour—for bakers who want a mellow-type flour of superior quality.

TRI-STATE MILLING CO. Rapid City, S. Dak.

Be Proud of Your Job,
as We Are of Ours, for

**"Bread is the
Staff of Life"**



GIBRALTAR
Flour

KANSAS BEST
Flour

The Consolidated Flour Mills Co.

"In the Heart of Kansas"
Wichita, Kansas

ABA GENERAL SESSION

(Continued from page 12)

is consistently 25 to 35% over the 1947 base.

"Currently, our reports would indicate that our national tonnage is just barely holding its own compared with last year, again primarily because of the slump in the eastern sections," the ABA president said.

Throughout his discussion of the baking industry's present situation and possible future, Mr. Kelley stressed the fact that the industry is reaching a "maturity" in its progress from a hand craft to a major food industry.

"When we consider growing population, decreased home baking and the growth of our industry to date, it points up the fact that we have reached or are reaching a point of stability—a point of maturity. Our industry has grown up."

"But when you reach maturity, it is time to start acting like an adult and thinking like an adult," Mr. Kelley stressed. "In our industry this means only one thing to me—acting and thinking as an industry."

"As never before, every baker now needs to become more industry-minded."

The ABA president also scored, under the classification of "negative practices," actions by an individual baker which might give him "temporary advantage" over his competitors but do harm to the baking industry as a whole. He indirectly referred to the many specialty breads appearing on the market on which a claim for "lower calories than standard white bread" is a standard merchandising phrase.

"It is a job for the whole industry, national and local," Mr. Kelley concluded.

Mr. Kelley said that "no baker should be content to watch his business grow simply as a result of increased population."

"But suppose we did no more than keep the per capita consumption which we have today," he said. "In another 20 years, estimates indicate our national population will be above 200 million. If we hang on to our present rate of demand per person, the industry will see an expansion of 25% in its total output, based on simple population increase."

"The trend away from home baking obviously is levelling off. The curve of increase in baker demand too has levelled off as the family flour use has neared what should be considered its maximum descent."

Further declines in total wheat flour consumption, if they develop, will be recorded by the baker in the future, Mr. Kelley stressed. "And there is where the danger signals should be recognized by the industry."

"The per capita demand in cereal grain use has been a concern primarily of the miller in the past. Much of the miller's loss has been absorbed by the baker who today is said to take about 75% of all flour sold domestically. Since the baker output per pound of flour is higher than that of the home maker, per capita consumption of finished bakery foods has not suffered as much as the wheat disappearance figures might lead you to believe."

"But that is beside the point. The point is that the baker must see these warning signs and do his utmost not only to hold per capita demand but build it higher."

It has become apparent through the very few years of our promotional

program that primarily what is needed is a campaign of education. Studies made in the past have revealed that the top nutrition people, the home economists, are rather "generally on our side." They know the value of enrichment, they know the necessity for bread in the complete diet, Mr. Kelley said.

"Naturally we cannot hope to build the place of bread in the diet until we correct this fault—until we have created a thorough and lasting knowledge among customers, the home makers particularly, that bread and baked foods are contributing to health. It is important to build this knowledge and appreciation around enriched bread."

"If we do not step up our drive, if we sit back and ignore this vital need while all these other campaigns are building, you can bet your bottom dollar that the sales of our products will register per capita declines steadily," Mr. Kelley warned.

Most of the near-1,400 registrants heard Gen. Mark W. Clark, president of the Citadel, describe the unsatisfactory conclusion of the Korean War without decisive victory, recommend a "tough approach" to communism as the best protection for our interests, and laud the infantryman as the most important part of our armed forces despite new weapons.

Wallace K. Swanson, Stroehmann Bros. Co., Williamsport, Pa., speaking as the president of the American Society of Bakery Engineers, urged a "visionary" approach to the science of baking to afford better products and profits.

He said that bakers should constantly seek to improve the quality and uniformity of baked goods with outstanding efficiency and results.

Stimulate and utilize the methods of research to improve our present products and create new ones.

That business in this country has never been what it could be—and never what it yet will be, and

That business, management, labor, government and agriculture, working hand in hand, can produce opportunity and work for all.

"In these times of rising prices of raw materials, there is a tendency to take some short cuts in the use of ingredients, with a consequent loss of quality," Mr. Swanson said. "I am firmly convinced that such a policy will seriously affect our progress and future. I am firmly convinced that this is not the answer."

Promotional Awards Announced

Three "Oscars" were awarded to members of the Royal Order of Loyal Loafers for outstanding performances in the Bakers of America Program's July Is Picnic Month promotion.

The awards were presented to a baker, trade association and allied trade member by George N. Graf, Head Loafer of the R.O.L.L., Oct. 20 during the annual convention of the American Bakers Assn.

Recipients of the trophies selected by a committee of Loafer bakers were Arthur K. Jordan, Jordan Baking Co., Tacoma, Wash.; the Connecticut Bakers Assn., and Anheuser-Busch, Inc., St. Louis, Mo.

Newspaper ads and point-of-sale material were highly beneficial in contributing to the success of the picnic promotion, according to the judging committee.

Honorable mention was given to Armour & Co. for fine cooperation and exceptional participation in the

campaign. Bamby Bakers, Salisbury, N.C., and Lakeland Bakeries, Inc., St. Cloud, Minn., were also lauded for an outstanding performance.

Mr. Graf also gave a run-down on the other activities of the Loyal Loafers and reported that 84,000 doctors in 39 states, Hawaii and Alaska had received copies of "How Much Do You Know About Bread?" and "The Enrichment of Bread" through the efforts of Loafer members.

He also reported that a committee of four had been appointed to discuss future projects for the coming year. The committee is composed of Mercer G. Rhodes, Standard Brands, Inc., New York; James Phelan, Bakers Weekly, New York; El Simonyi, Doughnut Corporation of America, New York, and Mr. Graf.

AIB Holds Annual Meeting

After a special luncheon meeting sponsored by the ABA industrial relations committee, the American Institute of Baking held its annual meeting. Speaking at the industrial relations meeting were A. M. Grean, Jr., Ward Baking Co., New York, and Philip Ray Rodgers, member of the National Labor Relations Board, Washington.

The AIB presentation touched on all the factors affecting baking and its place as an industry, as a product of modern research, and as a recipient of modern public relations and promotional activities.

Speaking on recent developments putting into practice these modern methods were L. E. Caster, Keig-Stevens Baking Co., Rockford, Ill., AIB chairman; Howard O. Hunter, institute president, and the following staff members and guests: George P. Larrick, commissioner of the Food & Drug Administration, Washington; Helen McCully, food editor, McCall's magazine; Dr. Conrad A. Elvehjem, University of Wisconsin; James R. Hawkinson, Northwestern University; Dr. Herbert E. Longenecker, University of Pittsburgh; Charles J. Regan, Interstate Bakeries Corp., and Charles R. Miller, Arthur Young & Co., Chicago.

FORMULAS

(Continued from page 19)

wafers with an article having a flat surface. Place a whole pecan on each wafer. Bake at about 375° F.

STAR TUBE BUTTER COOKIES

Cream together:

1 lb. powdered sugar

2 lb. 8 oz. butter

Sieve and mix in smooth:

3 lb. bread flour

Then add:

9 oz. egg yolks

Vanilla to suit

Run out the cookies on lightly greased and dusted pans using a canvas bag and a No. 5 star tube. Make into various shapes and place a cherry or nut on each cookie. Bake at about 360° F. on double pans.

LEBKUCHEN

Place in a mixing bowl:

3 lb. honey

4 oz. whole eggs

4 oz. granulated sugar

4 oz. shortening

4 oz. chopped citron

4 oz. chopped walnuts

4 oz. chopped cherries

½ oz. cinnamon

½ oz. allspice

½ oz. ginger

½ oz. ground anise

½ oz. ground coreander

1 oz. salt

WANT ADS

Advertisements in this department are 15¢ per word; minimum charge, \$5.25. (Count six words for signature.) Add 20¢ per insertion for forwarding of replies if keyed to office of publication. Situation wanted advertisements will be accepted for 10¢ per word, \$1.50 minimum. Add 20¢ per insertion for keyed replies. Display Want Ads \$7 per inch per insertion. All Want Ads cash with order.

MACHINERY WANTED

WANTED—ONE ARTOFEX MIXER, 1½ OR 2 bbl. size, preferably with two stainless bowls. Pet-Ritz Foods, Baulah, Mich.

WANTED TO BUY — RICHARDSON scales, bag closing machines and other good mill, feed and elevator equipment. J. E. Hagan, Box 574, Jefferson City, Mo.

HELP WANTED

MANUFACTURER'S REPRESENTATIVE to sell our complete line of automatic defrost bakery freezers. Elliott-Williams Co., 3733-37 Sutherland Ave., Indianapolis 18, Ind.

CERIAL CHEMIST—GRADUATE, 2 TO 6 years' experience, for evaluating bread flour purchases by means of test baker's results and for research in bread making. Kindly submit recent photograph and detailed account of personal history, training, experience and salary expectancy. Continental Baking Co., Laboratory, 168-23 Douglas Ave., Jamaica 33, N. Y.

BAKERY WANTED

BAKERIES WANTED—WE HAVE BUYERS for all types of bakeries. Mail us your listings or inquiries. Murray Bloom, 26 Court St., Brooklyn, N. Y.

BAKERIES FOR SALE

BAKERY, PASTRY SHOP, LIVE TOWN Florida, no competition. Finest equipment. Rent \$150 includes 3-room air-conditioned apartment. Receipts \$75,000, 100% over the counter, no wholesale. Shows excellent profit. Details Rendog Sales Co., 1775 Broadway, New York, N. Y.

MACHINERY FOR SALE

ARTOFEX MIXER, 50 LB. SIZE (¼ BARREL), excellent condition, \$885, f.o.b. Baulah, Mich. Pet-Ritz Foods, Baulah, Mich.

Mix together thoroughly and add:

12 oz. water

1½ oz. soda

¼ oz. ammonia

Mix the above together on slow speed for about 2 min.

Then add and mix until smooth:

2 lb. bread flour

2 lb. 6 oz. cake flour

Allow the dough to rest for about two hours. Roll out to about ¼ in. thickness and cut into bars 2x3½ in. Place on lightly greased pans and bake at about 350° F.

When cool, ice the lebkuchen with the following icing.

Mix together:

4 lb. 8 oz. powdered sugar

4 oz. milk solids (non-fat)

6 oz. corn syrup

6 oz. honey

4 oz. egg whites

¾ oz. salt

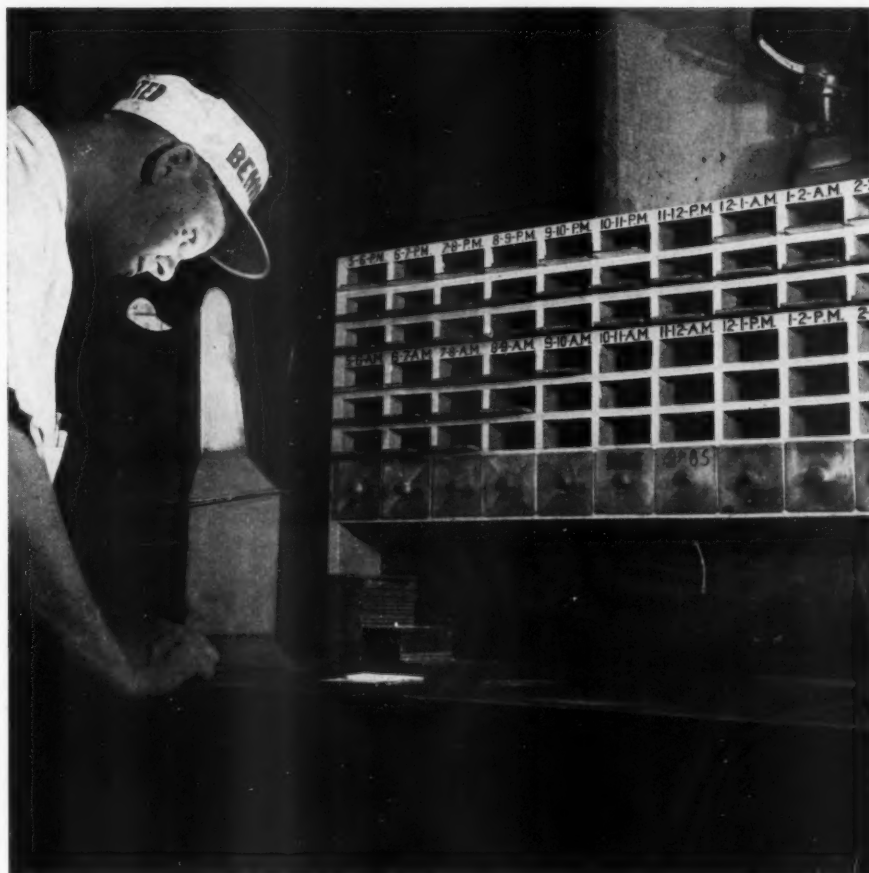
Vanilla to suit

7 oz. hot water (150 to 160° F.)

Then add:

8 oz. fine chopped glazed cherries

The consistency of the icing may be controlled by increasing or decreasing the amount of hot water in the formula.



EVERY HOUR on the HOUR

Examining milling samples with this Flourscope (X-ray-like viewer) is just one of the many precautions taken to insure you of identical performance with

GOOCH'S BEST FLOUR

NEEDS NO BLENDING

*This in addition to complete
Laboratory Control*

GOOCH MILLING & ELEVATOR CO.
LINCOLN, NEBRASKA

Daily Capacity 5,000 Cwts.

Elevator Space 4,000,000 Bus.



from golden waves of grain

Only the finest high protein, hard spring wheats are used in the milling of King Midas Flour. And at every step in the milling process, emphasis is on quality.

That's why King Midas helps bakers to consistently produce higher quality products.

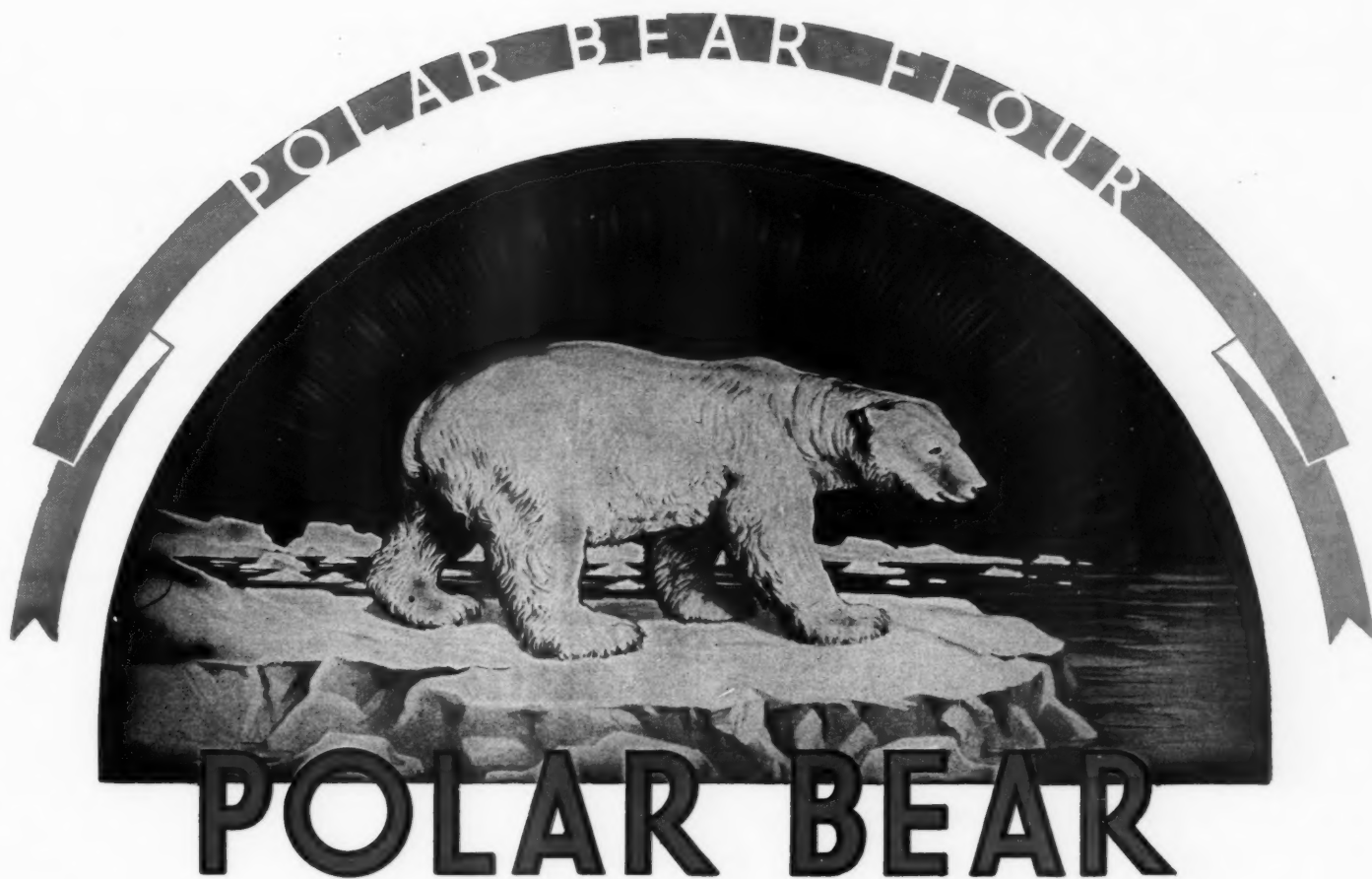


K I N G M I D A S F L O U R

A PRODUCT OF KING MIDAS FLOUR MILLS



MINNEAPOLIS, MINNESOTA

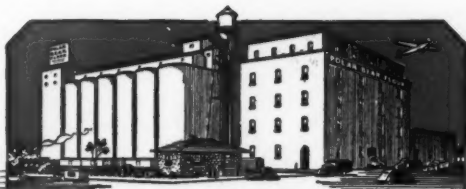


POLAR BEAR

FLOUR IS KING

NO baker, no matter what his size, can hope for market leadership today without producing bread of distinctly superior quality. POLAR BEAR flour is made for those bakers who are striving for such leadership. In POLAR BEAR you will find the full complement of good baking values that makes possible a topnotch loaf.

*Founded by
Andrew J. Hunt
1899*



*Ralph C. Sowden
President*

The **NEW ERA MILLING COMPANY**
ARKANSAS CITY, KANSAS

3 BAKER FLOURS



If interested in Associated Mills Econo-flo bulk storage and handling equipment for your bakery, we would like to suggest that you discuss Econo-flo with your local Weber Mills representative or write direct to the Weber Flour Mills Company.

THE WEBER FLOUR MILLS CO.
SALINA, KANSAS

that give

*baking consistency
that's hard to beat.*

TEA TABLE
OVENSPRING
BIG VALUE

"Diamond D" A High Grade Baker's Spring Patent. Milled under Laboratory Control from Montana Spring Wheat.
Sheridan Flouring Mills, Incorporated
SHERIDAN, WYOMING

La Grange Flours

La Grange Flours, whether plain or enriched, remain the same high standard, dependable flours that have characterized the products of La Grange Mills over the three quarters of a century and more of their operation.

This quality pattern is not an accident but the result of painstaking care in wheat selection and careful milling.

You can depend on **LA GRANGE FLOURS** **LA GRANGE MILLS**
RED WING, MINNESOTA

Centennial FLOURING MILLS CO.

GENERAL OFFICES: 340 CENTRAL BLDG., SEATTLE 4, WASH.

DOMESTIC AND EXPORT MILLERS • DEALERS IN ALL TYPES OF PACIFIC NORTHWEST WHEAT

GOLD DROP PIE and COOKIE FLOUR
PYRAMID CONE FLOUR
CENTENNIAL CAKE FLOUR
BLUESTEM and HARD WHEAT BAKERS FLOURS

6,500,000
Bushels
Country and
Terminal
Storage



NEW SPOKANE MILLS... ONE OF THE WORLD'S MOST MODERN

MILLS AT SPOKANE • WENATCHEE • RITZVILLE • PORTLAND

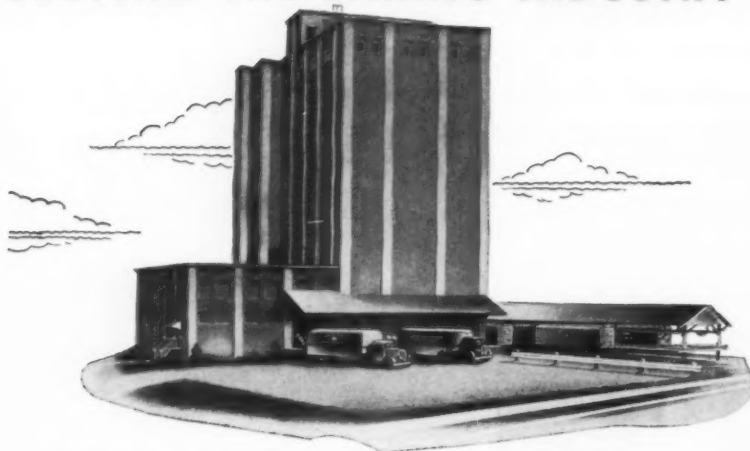
"ROCK RIVER" RYE "BLODGETT'S" RYE "OLD TIMES" BUCKWHEAT

All Grades—From Darkest Dark to the Whitest White
—Specially Milled by the Blodgett Family—Since 1848

FRANK H. BLODGETT, Inc., Janesville, Wisconsin

SERVING THE BAKING INDUSTRY FOR

80 years...



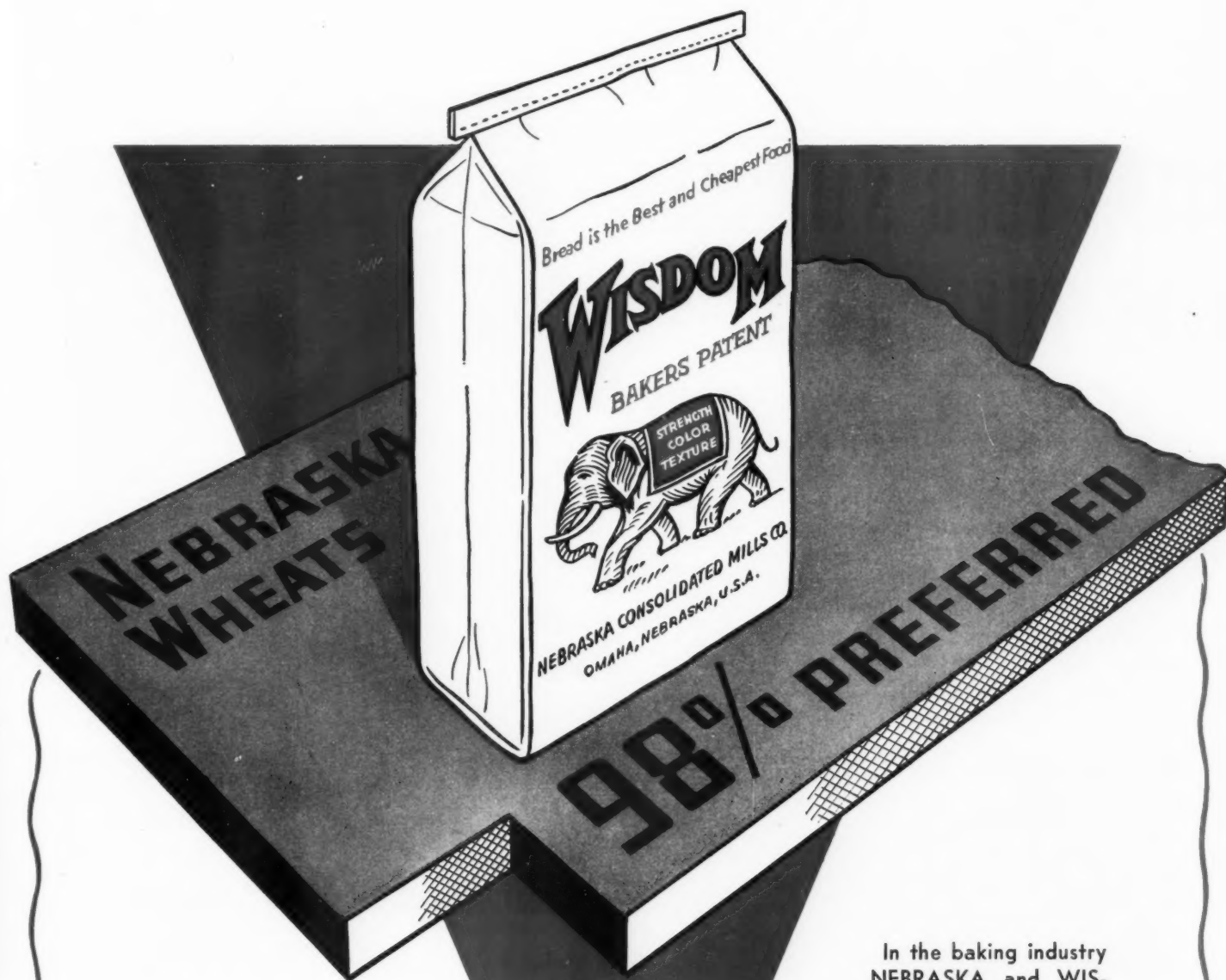
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THE AMERICAN BAKER, published monthly, blankets the top 20% of the baking industry which buys 80% of the equipment, ingredients and supplies. Its circulation provides monthly personal sales calls in the 5 billion dollar baking industry, and *furnishes contact with the people who directly or indirectly control the buying.*

With its selective paid circulation THE AMERICAN BAKER concentrates on the large retail bakers and wholesalers, covering 80% of the baking industry buying power. It contains a wealth of special news columns and informative articles *which arouse interest in your product or service.*

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Flour Market Review — written by trained market analysts, gives vital information for flour purchases, nerve center for bakery profits. Washington News — The American Baker maintains its own Washington Bureau interpreting the latest news from the Capital. Tested Formulas — its technical editor brings expert advice on the baker's problems. News Spotlight — monthly baking news in a brief one-package presentation. Successful Selling — and other merchandising articles promote profitable selling methods. Tell the Baker YOUR Facts Where He Gets HIS Trade Facts.

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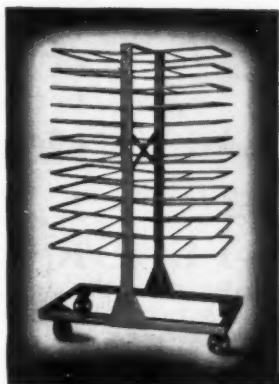
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EQUIPMENT FOR THE RETAIL BAKERY

You save money with USP bakery equipment because it helps you work faster, more efficiently, and with better results. You cut time and ingredient losses in mixing and handling operations. You get better quality control and you meet your production schedules. Compare USP equipment with any other line for quality of materials and craftsmanship . . . for compact, functional design. You'll find it's *job designed* to save you money from the moment it's installed.

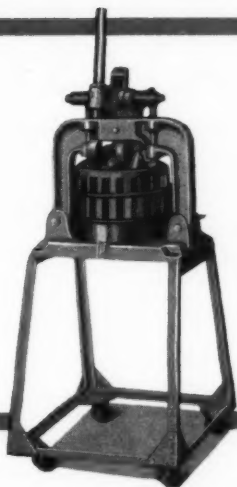
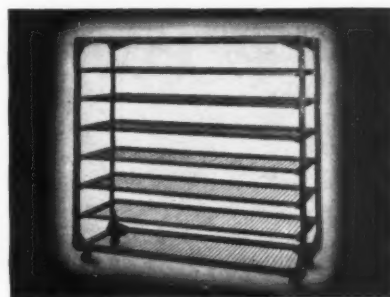


DOUBLE PORTABLE PAN RACKS

Proof, cool or store on Double Portable Pan Racks. 24 to 40 bun pan capacity, requiring only 25" x 41" of floor space. Durable and low cost—this versatile type rack is adaptable anywhere in your shop.

"MIDGET" RACK

The "Midget" rack is ideal for fill-in or sales-room use where larger, heavier racks would not do. Only 19" wide, 57" long and 56 1/4" high. Has 8 removable shelves spaced 6 1/8" apart; shelves have 1" mesh spacing. Perfect for the retail shop.

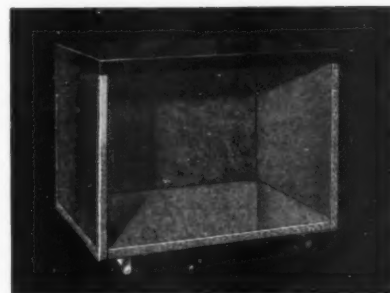


PORTABLE BUN DIVIDER STAND

An extra sturdy, caster-mounted, all steel stand developed specifically for bun dividers. Makes for easier operation, maneuverability and saves valuable floor or bench top space. Furnished to fit any make or size bun divider.

OVEN AND UTILITY BENCH

Serves equally well as a dump table, storage truck and general utility bench. It's a versatile top-quality necessity for large and small bakeries. Equipped with full swivel casters for easy maneuverability.



TIP-PROOF BOWL RACK

Will hold any size mixing bowl at the height most convenient. Easier, faster mixing, less fatigue. Unit has large swivel casters and extra-wide-base. Entire frame is hot-dip galvanized.



PORTABLE BENCH SIFTER

(Brushless) Handles small batches rapidly by sifting and aerating in one operation. Completely portable, ruggedly constructed, easy to clean . . . job designed to improve quality and increase yield.



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Canadian Bread Production Down

WINNIPEG—There was less bread baked in Canada in 1953 compared with 1952 according to figures issued recently by the Dominion Bureau of Statistics, but higher prices for what was baked raised the total value by more than 3%. Canadian bakeries turned out 1,487,144,559 lb. bread in 1953, some 34,051,947 lb. less than the year before; total value increased by \$5,202,499 to \$166,545,695. The value of cakes, doughnuts and other bakery products also increased to

total \$106,765,199 against \$98,838,214 in 1952.

There was a 5% increase in the gross value of all bakery products to bring the total to \$273,310,894 in 1953. Increases were also noted in the number of bakery employees and their salaries and wages. The cost of flour and other raw materials climbed to \$127,728,693 from \$122,229,789. Consumption of hard wheat or bread flour rose to 5,842,379 bbl. from 5,590,856 and soft wheat or cake flour to 306,037 bbl. from 292,862.

—BREAD IS THE STAFF OF LIFE—

Fuchs Uses Colors To Emphasize Safety

SOUTH MIAMI, FLA. — In the newly erected maintenance department at the Fuchs Baking Co., South Miami, the decorators ran wild when it came to colors. Orange, Dutch blue, jade green and aluminum are some of the colors which form a riot of tones. But each was selected with a specific purpose in mind. Orange has been used for all movable objects such as rolling jacks, rolling benches and other appliances that have to be moved from place to place.

Green has been used on stationary objects and designates the larger pieces of machinery.

All electrical appliances are a Dutch blue. This covers switch boxes, electrical motors and conduit. Every worker knows that blue spells danger.

Aluminum has been used for all dark corners.

Workmen quickly learned the color scheme and have grown used to working in this riot of color.

—BREAD IS THE STAFF OF LIFE—

AIB Catalog on Baking Courses, Costs Available

CHICAGO — The 1955 catalog of the American Institute of Baking's school of baking has been released and copies of it are available for distribution, according to Howard O. Hunter, AIB president. The 8-page catalog describes the courses, their costs and the school's facilities in detail.

The curriculum for the baking science and technology course includes baking science, science laboratory, mathematics, experimental baking, experimental baking laboratory, bread and roll production, cake and variety products, equipment maintenance and operation, sanitation and safety, personnel problems and li-

brary work. Also included in the catalog are names of faculty members and AIB officers.

Tuition for the general course—baking science and technology—is \$450; sales management seminar \$350; baking for allied personnel \$200; bakery equipment management \$100; cake production \$100 and bakery sanitation \$100.

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Amendt Milling Co.	26	Green's Milling Co.	26	Peck Bros.	68
American Flours, Inc.	33	Greenbank, H. J., & Co.	68	Penn, William, Flour Co.	41
American Molasses Co.	31	Habel, Armbruster & Larsen Co.	68	Pie-Pak, Inc.	23
Anheuser-Busch, Inc.	45	Heide, Henry, Inc.	46	Pillsbury Mills, Inc.	41
Atkinson Milling Co.	2	Hoffmann-La Roche, Inc.	53	Pineapple Growers Assn.	2
Bay State Milling Co.	48	Hotel Majestic	47	Pletcher & Follack	41
Beardstown Mills	4	Hubbard Milling Co.	38	Preston-Shaffer Milling Co.	41
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Fant Milling Co.	41	Morris, Cliff H., & Co.	68	United Bakers Bureau	53
Farmers Friend Mineral Co.	48	Morrison Milling Co.	46	Urban, George, Milling Co.	22
Fisher-Fallgatter Milling Co.	28	Morten Milling Co.	46	Valter & Spies Milling Co.	64
Fisher Flouring Mills Co.	48	Nappanee Milling Co.	28	Voigt Milling Co.	49
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